

THE

PRAIRIE GROCER

and Provisioner

MARCH, 1958

25-
3/14 M

WINNIPEG CANADA

AND NOW

A NEW SALES-BREAKER FROM GATTUSO...

Gattuso Instant SPAGHETTI SAUCE MIX *

Here's the packet
that makes the **PROFIT!**

... because it holds the mix that makes
a REAL Italian spaghetti sauce — for the
very first time.

A double-barrelled seller!

... because it's made with tomato paste.
Which means that every time you sell a
package of mix, you've sold a tin of
tomato paste too!

It's going to be the taste sensation
of the nation, and a...

FABULOUS
COAST-TO-COAST
ADVERTISING
CAMPAIGN
SAYS
WE'RE RIGHT!



TELEVISION Power-loaded, to the point commercials,
IN BOTH LANGUAGES, on some of Canada's top-
rated shows like *Life With Father*, *Clinique du Coeur*,
Bowling.

NEWSPAPERS Full page ads, also black and white
PLUS colour to tell and tempt.

RADIO Frequent, attention-getting spots throughout
daytime radio's peak periods.



GATTUSO CORPORATION LTD.

Montreal

Boost your sales of furniture polish with Introductory Offer . . .

*Advertising and Point-of-Sale
Display will tell your customers
of Cash Saving on Hi Lite*

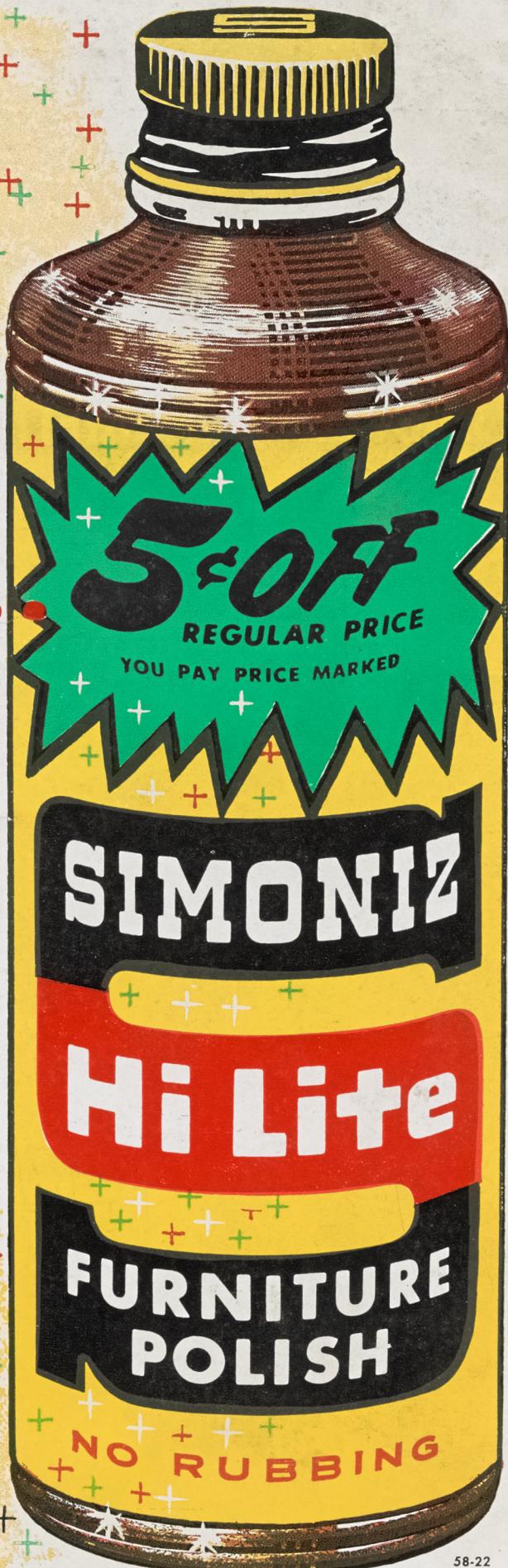
Your customers will be looking for Simoniz Hi Lite Furniture Polish when the newspaper advertising begins . . . so keep it in easy sight and reach.

Your customers will like
these Hi Lite features:

1. Hi Lite contains no oils or creams to attract sticky dust or dull film.
2. Hi Lite gives a crystal-hard, mirror-bright lustre—resists dust, and dull, cloudy look.
3. Hi Lite is easier to use. Just wipe on, let dry and whisk off. No rubbing needed.

*The only furniture polish
made in light and dark shades
... for light or dark furniture*

Stock up on both!



Now you see 'em...



NOW you don't!



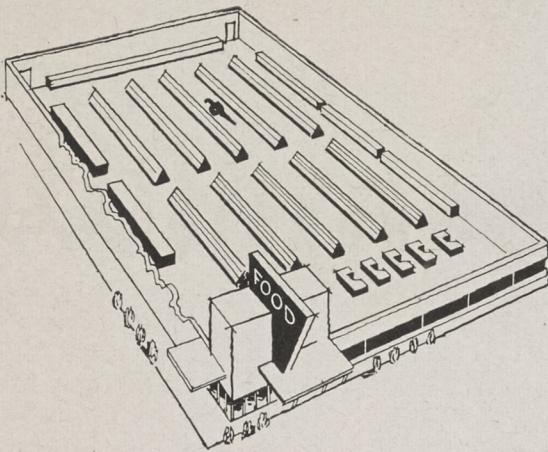
keep an eye on spaghetti stocks

When a lady gets a notion for spaghetti, she reaches most naturally for Heinz. Heinz has the whopping share-of-market to prove it. The sales-conscious grocer profits by keeping his Heinz shelves *full* . . . with the pair that sells nearly HALF the canned spaghetti market!

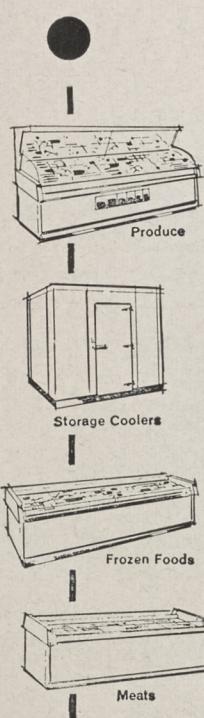


SPG-158 HEINZ SPAGHETTI IN TOMATO SAUCE AND CHEESE • HEINZ SPAGHETTI WITH MEAT
HEINZ MACARONI IN CHEESE SAUCE • HEINZ MACARONI IN TOMATO SAUCE AND CHEESE

STORE TRAFFIC



Its Volume is the Difference Between PROFIT and LOSS!



The more people who travel through your store, finding all merchandise easy to view, easy to reach, the greater your sales (and profits) will be. That's why it's wise to make a complete analysis of store layout. If you're thinking of building or re-modelling, call on RYAN BROTHERS, where skilled engineers will assist on design, layout, construction costs, plans and locations. It's a FREE service provided with RYAN BROTHERS aid in financing and remodelling. And remember, RYAN BROTHERS carry a complete line of McCRAY Commercial Refrigeration and display cases!

Write For Complete Details of Our Planning Service

RYAN BROTHERS EQUIPMENT LTD.

2826 Commercial Drive — Vancouver 12, B.C.
Hastings 3181

THE PRAIRIE GROCER and Provisioner

"For Modern and Better Merchandising"

A *Stovel-Advocate* PUBLICATION

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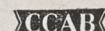
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Here's your chance, Mr. "Prairie" Grocer...

**WIN A
FREE**

Vacation in Hawaii



for Two . . . in the

CARNATION MILK PRAIRIE CONTEST

5 extra prizes of \$100

**YOU WIN
if your customer wins!**

During April and May, Carnation will offer — to Prairies grocery customers only — a "Trip to Hawaii" Contest. First consumer prize is a free vacation for two in Hawaii!

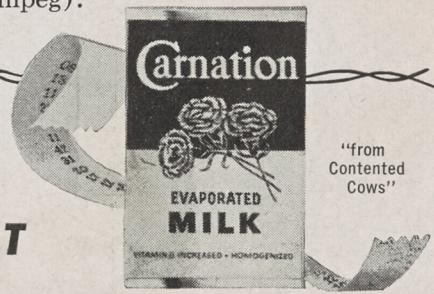
If the winner says she shops at your store, you also win a vacation in Hawaii for two! And there are 5 additional prizes of \$100 each for Prairie grocers.

The GREATER number of your customers who enter the Carnation Contest, the GREATER CHANCE you have of winning!

See your Carnation Salesman for display material and Contest entry forms (or write to Carnation Company Ltd., Winnipeg).

DISPLAY AND ADVERTISE

THE CARNATION MILK CONTEST



A Spring-Cleaning Sale Can Be Profitable

Exclusive to The Prairie Grocer and Provisioner

By FOOD STORE CONSULTANT

AN effectively promoted Spring-cleaning Sale still pays off!

There's nothing new about a sale of housecleaning aids during the spring—most of us oldtimers in the food business have held a spring-cleaning promotion every year for longer than we care to remember.

Despite the advent of modern homes that are easier to keep clean, electric stoves, vacuum cleaners, oil on giving the family living quarters and gas furnaces that cause little dirt, and so on, Mrs. Housewife still plans on giving the family living quarters a thorough cleaning during the spring.

Most housewives seem to prefer to get this annual chore over before Easter, which means that you should start planning your campaign in the very near future.

One big advantage to promoting this sale of cleaning items is that they are profitable—many of the selections carry a higher than average markup.

Advertising:

This is a promotion that is worth backing up with plenty of advertising



Household cleaning supplies are grouped together along this gondola at the Food Fair on Pembina Highway.

space. Most of your suppliers will be willing to pay for any space in your ad that is allocated to their product.

Also they will supply illustrations of their products which will help in

giving added "eye-buy" appeal to the body of your ad.

The ad should be headed up with a large attention-compelling illustration. A suitable mat should be obtainable through your newspaper's mat service.

No housewife particularly looks forward to housecleaning, and if anyone can show her how the task can be made easier, she'll be interested.

For this reason, a headline that explains to her how her cleaning can be made easier and done more quickly by using your cleaning aids, should be used.

Copy that ties in with the heading should go on to explain your wide variety of cleaning aids for all housecleaning purposes and how, by using them, springcleaning will be easier.

To back up your claim of wide selection, list your entire stock of cleaning items or as many as space will permit.

When listing your items don't merely state the name and the price, but include a phrase that tells what the product is used for and how effective it is.

COPY LEADS FOR YOUR SPRING-CLEANING SALE

- This year make your spring-cleaning easier than ever before by letting the many cleaning aids featured at ABC Market do the work for you.

At ABC Market, you'll find a cleaning aid for every spring-cleaning chore—take advantage of this big sale and make your housecleaning not only easier—but economical too.

- Planning on spring-cleaning? If so, be sure to take advantage of ABC Market's complete selection of all you'll need for making this year's housecleaning quicker and easier.

● You'll find all you'll need for taking the work out of housework this spring at ABC Market. Everything from glass and rug cleaners to furniture polish and detergents are being featured during this big Spring-cleaning Sale.

- There's less time and effort needed for spring-cleaning chores when you use the right cleaner for the job.

Plan on shopping at ABC Market this weekend and stock up on all you'll need for easier spring-cleaning.

SIMONIZ Profit-Leader

for your spring-cleaning section!



**6¢
OFF
NON-SCUFF PINTS**

Widely advertised
to bring 'em in

Here's more store traffic—when you want it
—where you want it—right in your spring-
cleaning section.

The 6¢ OFF NON-SCUFF Floor Wax Sale will
be heavily advertised in newspapers and on
the air—so your point-of-sale displays and
shelf space will really pay off.

*and remember—you make your full
profit on a bigger Simoniz volume
than ever*

Order your new deal of SIMONIZ NON-SCUFF FLOOR WAX now

An excellent method of giving your ad more reader interest to your ad is have a contest offering a prize to the housewife who gives the best hint. A prize of a vacuum cleaner or similar appliance, purchased at wholesale price, won't prove too costly and would make an appropriate prize.

Contest blanks can be printed at very little cost and need only provide space for the entrant's name, address, phone number on one side, with the other to be utilized for writing the cleaning suggestion.

Don't ask the shoppers to buy anything to enter the contest—it often renders the interest less effective, and in some towns is illegal.

Have one of your local women's organizations select what they regard to be the best suggestion, and give a donation to the club for their co-operation. This makes for good public relations.

The contest should, of course, be featured prominently in your advertising.

Since house cleaning is hard on beauty care, you should reserve a block in your ad for featuring beauty aids.

Variety Essential:

The scope of your promotion will be limited to the selection of cleaning aids you have to offer.

At your first opportunity, check your stocks and consult your staff to see if you are prepared for your powder, detergents, laundry starch, promotion with a sufficiently complete variety.

There are some cleaning selections that are slow movers throughout the



This display of soap, soap powder and towels alongside food items was used in Janzen's Red and White Store, Winkler, Man., to attract customers as they approached the check-out counter.

year, but for which there is a demand during the springcleaning period.

If you intend to launch a full scale spring-cleaning promotion, it will be worth your while to order in a few of these selections to cover your sale.

Here's a check list of cleaning aids that you should have available for shoppers during your big sale: shelf paper, garbage bags, mops and sticks, brooms, whisk brushes, scrub brushes, dish cloths, sponges, light globes, laundry soap, toilet soap, washing chloride of lime, bleach (liquid and powder), ammonia (liquid and powder), cold water soap, bluing, hand

cleaners, deodorizers, stove polish, porcelain cleaner, brass and silver cleaner, rug cleaners, upholstery cleaners, polishes and waxes, floor cleaner, furniture cream, furniture polish, pot cleaners, drain cleaners, window cleaners, lye, scouring powders, cleaning fluid.

Also feature facial tissues, cold cream, shampoo, and hand lotion in the beauty aid section of your ad.

Display:

The calibre of your displays can make or break your promotion. In larger markets it should be possible to have several mass displays of soap powders, etc., also shopping cart displays of small lines such as window cleaner, silver cleaner, and so on, that do not lend themselves to mass displays.

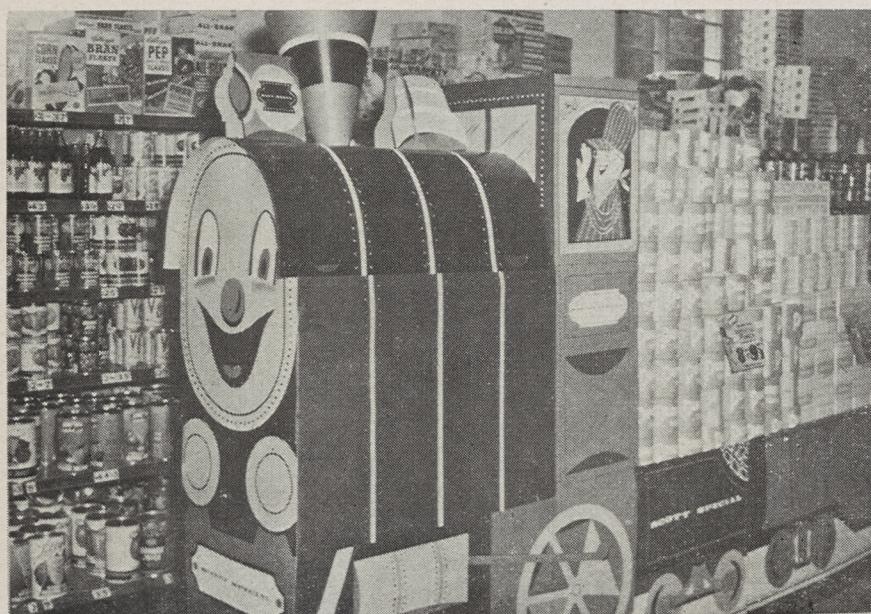
In smaller markets where display space is more difficult to find; an ordinary table top type of display as long as your floor area can accommodate, is advisable.

Your complete selection of spring-cleaning items can then be displayed on top.

If you do not have any tables, it's a simple matter to build a base from old boxes, trestles, full cases of merchandise, etc., and then cover the entire unit with display paper.

One danger of displaying all your spring-cleaning selections together is that it is possible for some of your shoppers to pass up the display, resulting in lost sales.

To obviate this difficulty, have a large banner above the display with the words SPRING - CLEANING



Robertson's I.G.A. store in Brandon, Man., used this Scott Special train display of Purex and Scotkins with good effect.

CANADA'S FASTEST SELLING OVEN CLEANER!



6 oz. Jar	49c
8 oz. Jar	69c
LARGE ECONOMY SIZE	
16 oz. Jar	98c

SPREAD IT ON... WIPE IT OFF

Easy-Off cuts grease instantly, leaves oven racks, sidewalls, and burners clean as new. Free applicator with every jar.

PRE-SOLD FOR YOU . . .

through concentrated advertising in major daily newspapers. Stock now for higher spring sales.

Easy-Off

MANUFACTURING CO. LTD. IBERVILLE, P.Q. Scott - Bathgate distributors

CANADA'S FINEST!

NEST-KARTS*

IN USE FROM COAST-TO-COAST!



Combination
Folding Baby Seat!



Frame: Top Quality
Nickel-Chrome Plating!

MADE BY SHOPPING CART SPECIALISTS

Remember, there's a NEST-KART for every purpose . . . to suit every special need!

Smooth Rounded Top Wires!

Protective Close-Mesh Basket!

Optional Wheel Combinations
To Suit Individual and
Specific Needs!

Send For New NEST-KART Catalog

NEST-KARTS, A PROVEN QUALITY PRODUCT

MANUFACTURED IN CANADA BY

TELESCART CO.

67 YONGE ST.

TORONTO 1, ONT.

SELECTIONS or similar phrasing. This attention-getter should be easily seen from all parts of the store.

If your display is against a wall, your banner can be posted on the wall above the display. On the other hand, if the display is an island unit, you can easily put pieces of 1" x 2" slats up each side of the display and string a piece of picture wire or string across the top. Your banner, which in this case would be two sided, can then be strung over the wire.

Take advantage of any dealers' in-store advertising posters they have to offer for decorating your displays—and remember that your displays aren't finished until you have put up price tickets and talking signs.

A poster should also be on your window during your sale to inform passersby of the event.

Tie-in Theme at Store Level:

Your advertising has promised the prospects that you are featuring a big spring-cleaning sale—one of the worst things you can do is to disappoint them when they come into the store by having no evidence of a big sale going on.

The spring-cleaning theme used in your advertising should be followed throughout the store with window banners, posters hanging from overhead wires, and dealers' advertising material on the walls.

With a little ingenuity, an effective touch can be added simply by having crossed brooms and mops on the walls above the wall shelf fixtures, buckets and packages of soap powder on top of the wall shelf fixtures, and so on.



The end of one gondola at the Pembina Highway Food Fair in Fort Garry is topped with polishes and waxes. Other non-food lines are displayed below.

It should go without saying that your store should look as though it had just had a spring-cleaning while the sale is on.

A store that needs lights renewing, fixtures in need of paint, soiled tickets replacing, glass cleaned, etc., just isn't

geared for a spring-cleaning promotion.

You'll be smart if you make sure your own housekeeping is in order before you launch your promotion.

Timing Important:

Timing is important when breaking with any promotion—this is particularly true of a spring-cleaning sale.

The weather has a bearing on when housewives want to spring-clean—this means that there is no one time that can apply for all Canada.

In areas where spring comes early, housewives will plan their annual spring-cleaning much earlier than those housewives who reside in parts of Canada where spring is late.

It is usually safe to rely on housewives planning on spring-cleaning just before Easter if they live in the early spring areas.

Some merchants have found it advantageous to have two spring-cleaning sales; one just before spring and the other in late spring.

As we said before, a spring-cleaning sale can be profitable but only if planned, and you and your staff get behind it enthusiastically.

Brief your staff and start planning now. There isn't as much time left as you might think to take advantage of the profit building potential a spring-cleaning promotion offers.

Trading Stamps Ruled Illegal in Manitoba

SPOKESMEN for the Retail Merchant's Association of Canada expressed great satisfaction over the judicial ruling on the validity of trading stamps, in a test case in Winnipeg city magistrate's court on March 14.

Charged with distributing trading stamps, Henri Leon Carriere a St. Boniface, Manitoba shopkeeper, was convicted and fined \$25.00 and costs. His wife Simone was acquitted. Charges of selling trading stamps against Guy Reveault and Hippolyte Lautru, representing Dominion Premiums Novelties of St. Boniface, were dismissed by Magistrate M. H. Garton.

The controversial trading stamps subject, under criticism and fought in courts of Canada periodically since 1905, came up in Winnipeg last April, when the four persons were charged.

This case was to be considered a test case, and any decision reached on it would have an effect on small and large merchandisers across the country.

The Criminal Code has several stipulations in the description of trading stamps and their illegality. In the Carrier case it was argued by defence counsel Harry Walsh, that the stamps were not trading stamps as such within the meaning of the Criminal Code.

However, Magistrate Garton, basing his judgment on a 23-page argument by Crown Prosecutor C. W. Tupper, convicted the accused.

The contention was that the stamps had the name: "St. Boniface, Manitoba" printed on them. But this description was too wide "to be considered as the place of delivery of the stamps," said the magistrate.

Ruled Stamps

His finding was that the Primax stamps, so-called, were trading stamps within the meaning of the Criminal Code, and he convicted.

In his argument, Mr. Tupper said: "The scheme represents a deliberate, calculated plan to evade the prohibi-



Serv-Well store in Winnipeg featured island display of soap flakes and liquid detergent to augment household cleaning supplies.

(Continued on Page 15)



New!

New!

New!





Introducing . . .

Feminine Fabric

A revolutionary new luxury fabric,
developed at a cost of \$1,000,000.
The first fabric ever created specifically to
cover a sanitary napkin.

Feminine Fabric has the look and feel
of the sanitary napkin today's women
want. Thousands of tiny perforations in
this softer-than-ever non-woven
cover absorb instantly, completely.





New!

New!

New!

Brilliant

PACKAGING

... as feminine
as the product itself

... colour-keyed
for magnetic appeal and
ease of selection.



Spectacular

ADVERTISING

16 full-colour introductory ads

STAR WEEKLY—May 17, May 31, June 14

LA PATRIE—May 18, June 1, June 15

READER'S DIGEST—May and June

WEEKEND MAGAZINE—May 10, May 24, June 7

LA PRESSE—May 10, May 24, June 7

SELECTION DU READER'S DIGEST—May and June

Over 21 million consumer impressions!

PLUS continuity throughout 1958 in these books . . .

SEVENTEEN • AMERICAN GIRL • MISS • GOOD HOUSEKEEPING
McCALL'S • LADIES HOME JOURNAL • FAMILY CIRCLE • WOMAN'S
DAY • EVERY WOMAN'S • TRUE STORY • PHOToplay • TRUE
LOVE • TRUE ROMANCE • TRUE EXPERIENCE • T.V. RADIO MIRROR
VOGUE • HARPER'S BAZAAR • LIFE

Startling

CONSUMER OFFER

TRY IT FREE!

A box flap from ANY BRAND of
sanitary napkins buys your customer her first
package of Feminine Fabric Modess.

* We mail her a 49¢ coupon, redeemable at
your store, for a package of Feminine
Fabric Modess 12's regular.
(Offer expires July 15, 1958.)

* For your cash refund plus 2¢ handling fee,
mail coupons to Personal Products Limited,
P.O. Box 6318, Montreal

Feminine Fabric ... a new because

Associated Retail Grocers Hold 28th Annual Banquet

MEMBERS of the Associated Retail Grocers of Winnipeg, with their wives and guests, numbering in all over 250 gathered for the association's 28th annual banquet and dance on February 26.

Max Diamond chairman of the association's social committee served in this capacity at the dinner. Talking to the group he emphasized the necessity for independent merchants co-operating with each other in order to combat competitive conditions in today's business. Charles Minuck, the president also spoke along this line and called for united co-operation among the members.

Other speakers included: M. A. Gray, M.L.A., Alderman Malcolm McDiarmid who extended greetings on behalf of the Mayor of Winnipeg, and the Retail Merchants' Association of Manitoba, of which he is president; Alderman David Mulligan, Peter Speirs, general manager of Modern Dairies Limited, and A. Newhouse, vice-president of the Associated Retail Grocers.

Mayor Stephen Juba, due to pressure of other duties was delayed, but dropped in at a late hour to express

his cordial greetings, urged members to continue their good work in the future.

Representatives from firms attending as guests included: M. M. Woks, secretary-manager of The Retail Merchants' Association; D. M. Cameron, assistant city sales manager, Canada Packers Ltd., and Mrs. Cameron; A. MacIver, supervisor city sales, Canada Packers Ltd., and Mrs. MacIver; Norman Chase, sales manager, Paulin

Chambers Co. Ltd.; W. R. Scott, sales manager, Swift Canadian Co. Ltd., and Mrs. Scott; Harry Belfry, assistant sales manager, Swift Canadian Co. Ltd., and Mrs. Belfry; F. N. Francis, manager, and L. D. Davies, assistant manager, Canada Bread Co. Ltd.; Chas. G. Urguhardt, manager, Christie Brown & Co. Ltd.; Victor Paterson, representative Weston Bakeries Ltd., and Mrs. Paterson; C. C. Wall, sales manager Bryce's Bakery Ltd., and Mrs. Wall; W. P. Rodko, representative McCormick's Limited, and Mrs. Rodko; J. Boroditsky, Bell Bottling Co. Ltd., and Mrs. Boroditsky; M. Perlmuter, City Bread Co., and Mrs. Perlmuter.



A full range of kitchen utensils tops this housewares gondola at the Food Fair in Transcona.



A well stocked display of china and plastic dishes, as well as other plastic ware is found at the Transcona Shop-Easy Food Fair.

Trading Stamps . . .

(Continued from Page 10)

tion of trading stamps contained in the Criminal Code and to do indirectly that which the code prohibits doing directly."

The stamps were sold in books to Carriere at a price of \$35 for the first book, including advertising material and \$20 for succeeding books.

Gift Exchange

Carriere's customers would then purchase certain goods and received one Primax stamp for each 10 cents of purchase. A certificate was also given to affix the stamps to, and when 100 stamps had been pasted on the certificate, it could be exchanged at the store for a premium gift.

In his argument, Mr. Tupper said that Section 322 of the Criminal Code dealing with trading stamps was "clearly to permit retailers, wholesalers or manufacturers only to give premiums and discounts with goods they actually sell or manufacture."

"Equally, the purpose is to prevent the intervention of promoters who are not connected with the legitimate distributive process, into the ordinary chain of distribution."

\$10,000⁰⁰ Consumer Contest Sparks 4th Annual Tea For Canada Week

APRIL 14 to 19

Public Will Obtain Contest Entry Blanks at their Grocer's



This unique window display of Collett's Groceria, Fairview, Alberta, was a major prize winner in the 1957 Tea for Canada Week Store Display Contest. Mr. Collett states: "We were amazed what attraction this created, and the many complimentary remarks, as well as a very substantial increase in sales of tea and related items."

TEA for Canada Week, inaugurated in 1954, has now become the biggest grocery product merchandising event held annually in Canada.

This year, in addition to all the other attractions (including the \$5,000.00 Store Display Contest for Grocers) Tea Council is offering \$10,000.00 in Prizes in a coast to coast Tea for Canada Week Contest for consumers.

Glamorous Prizes

Ten Grand Prize Winners will have their choice of a glamorous Mink Stole, a Washer and Dryer, a 15 ft. Outboard Boat and 18 HP Motor or a Combination Hi-Fi and Tape Recorder. Some idea of the attractive nature of these prizes may be gleaned from the big Tea for Canada Week Contest Ad which is reproduced in miniature.

Other prizes will consist of Record Players, Mantel Radios, 3 Piece Tea Services and Men's and Ladies' Watches.

10 Cash Bonus Prizes

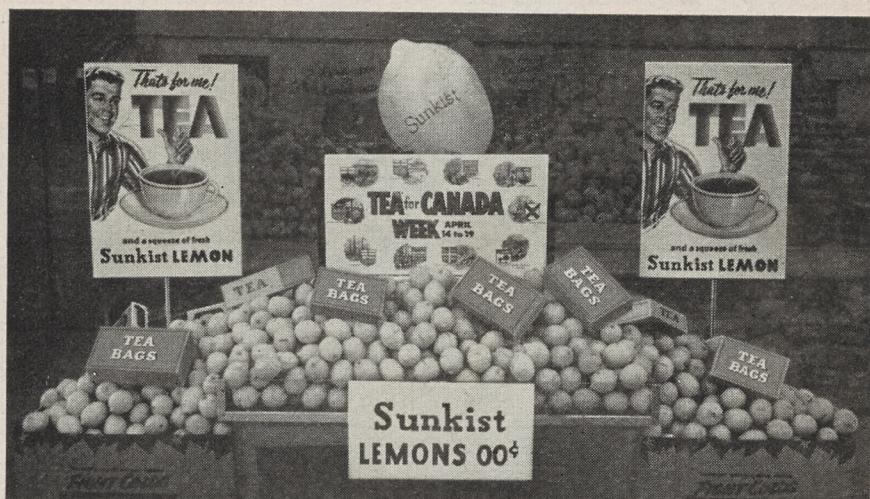
Will Boost Sale of Tea

Each grand prize-winner will also be eligible for a \$100.00 cash bonus prize if an end label from a package of Tea is enclosed with the contest entry. This will be a direct incentive for shoppers to purchase Tea at their grocer's during Tea for Canada Week.

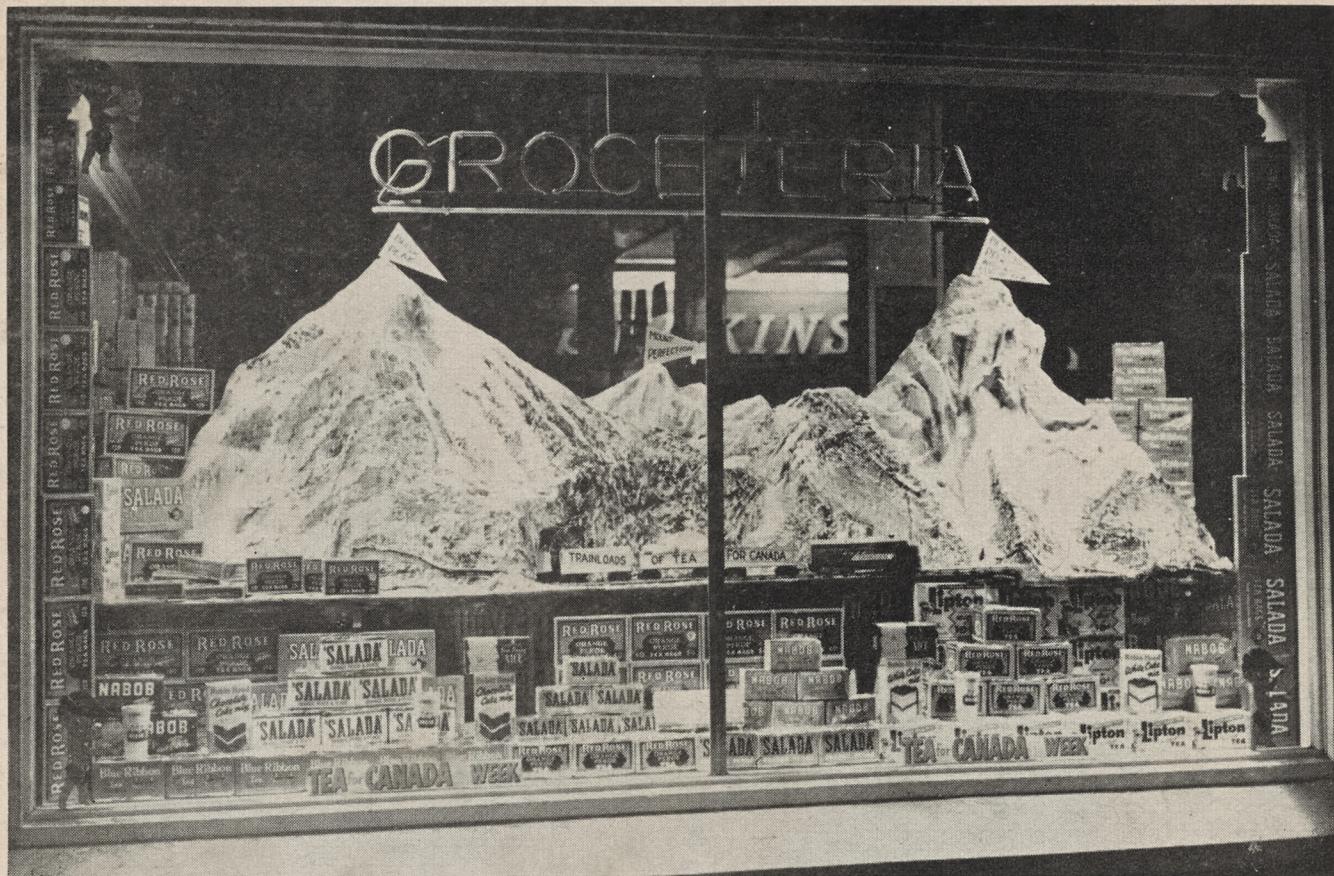
Public Get Contest Entry Blanks At Their Grocer's

The big \$10,000.00 Consumer Contest has a twofold purpose. One—to attract still more public interest in Tea for Canada Week. Two—to send customers into their grocery stores to obtain Contest Entry blanks.

Each grocer participating in the Tea for Canada Week promotion will receive in his kit of display material 2 pads of Contest Entry Blanks, sufficient for 100 entries. These entry blanks give full details of the Contest.



The growing trend towards serving tea clear (for full appreciation of flavor and aroma) means an opportunity for the produce department to sell more fresh lemons. The illustration above shows how an attractive Tea for Canada Week display of tea and fresh lemons can be set to cash in on the event. Be sure to include fresh lemons in your Tea for Canada Week newspaper advertisement. Use such slogans as: "Try Serving LEMON with TEA!" and offer this suggestion: "A thin slice of fresh lemon placed on top of a cup of clear tea imparts an irresistible flavor of its own. Try it during Tea for Canada Week."



This striking Tea for Canada Week Store Display by Jenkins Groceria, Banff, Alberta, was a major prize-winner in the 1957 Store Display Contest. The peaks of the Rocky Mountains carried pennants with appropriate wording, viz: "Mount Perfection" — "Brisk Peak" — "Be at your Peak with a cup of Tea." A model train at the foot of the model of the Rockies carried the wording: "Trainloads of Tea for Canada."

\$10,000.00 Contest Has Educational Feature

To compete for the prizes each entrant in the Consumer Contest is asked to check the correct answers to the three questions which follow:

1. Tea tastes best when made with bubbly boiling water
 hot water
 lukewarm water
 (check choice)

2. From one pound of good quality tea, you can get as many as 50 cups
 100 cups
 200 cups
 (check choice)

3. For full bodied flavour, tea should be brewed for 1 minute
 2 minutes
 5 minutes
 (check choice)

It is felt that these questions will stimulate interest in the subject of Tea and also promote the idea of making tea with bubbly boiling water and allowing it to brew for the full five minutes.

Special Prizes for Grocers

Each entry blank has a space for the Consumer to write her grocer's name and address. If her grocer has made a Tea for Canada Week display and she wins a grand prize her grocer gets a special award of \$50.00 in cash.

Sponsors of Tea For Canada Week

This national event is sponsored by Tea Council of Canada, a non-profit organization, whose members are: Government of India; Government

of Ceylon; G. E. Barbour & Co. Ltd., Saint John, N.B.; Blue Ribbon Limited, Montreal, P.Q.; Hudson's Bay Company, Winnipeg, Man.; Thomas J. Lipton Limited, Toronto, Ont.; Mother Parker's Tea Co. Ltd., Toronto, Ont.; Red Rose Tea Co., Montreal, P.Q.; Salada-Shirriff-Horsey Ltd., Toronto, Ont.; Anglo-American Direct Tea Co. Ltd., Toronto, Ont.; Harrisons & Crosfield Ltd., Toronto, Ont.; Hayter & Scandrett, Toronto, Ont.; Otis, McAllister (Canada) Limited, Toronto, Ont.

GREAT OPPORTUNITY TO SELL PROFITABLE RELATED ITEMS

One of the big reasons for the outstanding success of Tea for Canada Week is the way in which it stimulates extra sales of profitable related items.

Check this list and start your planning now—

Packaged Tea	Cake Mixes	Bread
Tea Bags	Cake	Butter
Fancy Biscuits	Melba Toast	Sugar
Soda Biscuits	Waffle and Pancake Mixes	Cheese
Tea Biscuits Mixes	Crumpets	Jams and Jellies
Cookie Mixes	Potato Chips	Fresh Lemons

Tea Cups, Pots and Accessories



Enter this week. Get your Entry Blank at our store.



TEA	00¢	CAKE MIXES	00¢
TEA BAGS	00¢	BISCUIT MIXES	00¢
BISCUITS	00¢	COOKIE MIXES	00¢
MELBA TOAST	00¢	LEMONS	6 for 00¢

Ideas For Your Advertising and Merchandising

(1) Feature the \$10,000.00 Tea for Canada Week Consumer Contest

By associating your store with the big \$10,000.00 Contest, you will attract more customers to your store. (See full particulars of the Contest on the Entry Blanks in your display kit.)

In addition to masthead cuts similar to the one illustrated above, Tea Council will also supply free of charge other illustrative material relating to the Contest, including cuts illustrating the actual contest prizes, Mink Stole, Outboard Boat, etc.

(2) Get Special Masthead Cuts

Attractive, illustrated Tea for Canada Week mastheads available for all sizes of advertisements, from full page width down to a single column.

For special service in obtaining free newspaper cuts of this type, simply write to Tea Council of Canada, 15 St. Mary St., Toronto, stating the exact width of the advertisement you propose to run for Tea for Canada Week. A mat or cut of suitable size and

design will then be furnished to you absolutely free of charge.

(3) Reproduce Contest Quiz In Your Own Ad

Run the following in your own advertisement immediately below the announcement of the \$10,000.00 Consumer Contest:

"Can You Answer These Questions Correctly?"

1. Tea tastes best when made with bubbly boiling water
 hot water
 lukewarm water
 (check choice)
2. From one pound of good quality tea, you can get as many as 50 cups
 100 cups
 200 cups
 (check choice)
3. For full bodied flavor, tea should be brewed for 1 minute
 2 minutes
 5 minutes
 (check choice)

If you can, you should certainly enter the \$10,000.00 Tea for Canada Week Contest. Get your official Entry Blank and full particulars at our store."

(4) Build "Shopper-Stopper" Displays Featuring The \$10,000.00 Contest

Feature Tea and related items along with the colorful display and contest material supplied by Tea Council.

(5) Make Up Special Showcards

Use slogans such as—
 "From the Tea Gardens of India and Ceylon we bring you these fine teas . . ."

"Look at these TEA TIME SPECIALS!"

(followed by your list of related items)

"It's always time for a TEA break!"
 "So many tempting treats to enjoy with TEA—"

(followed by related item listings)

"What a PICK-UP! Yet it RELAXES . . . That's the MAGIC OF TEA!"

"TEA and your favorite BISCUITS—they go together!"

"TEA gives you over 200 CUPS TO THE POUND!"

"Try serving TEA clear with LEMON."

(for use in display of tea and lemons)

"Would YOU like a MINK STOLE?"

How your Produce Dept. can cash in on Tea for Canada Week



Above: Showing how an attractive display of Sunkist Lemons and Tea can bring in extra business for the Produce Dept.

Feature fresh Sunkist Lemons with Tea!

Build mass displays of Sunkist Lemons in your Fresh Fruit and Vegetable Dept. For direct tie-up, place packages of popular brands of tea with display cards as shown above. For best results feature Sunkist Lemons for both tea uses—hot and iced.

YOUR TEA NEEDS THE TANG OF FRESH LEMON

Fresh lemon brings out the full flavour and the appetizing fragrance of the tea . . . adds just the right tang!

HOT

ICED

Stock up on

Sunkist LEMONS
Trade Mark Registered
Tree-Fresh FROM CALIFORNIA AND ARIZONA

Tie-up with National Advertising!

The above striking Sunkist Lemon advertisement will appear in leading Canadian newspapers during Tea for Canada Week April 14th to 19th.

Sunkist LEMONS

Trade Mark Registered
Tree-Fresh FROM CALIFORNIA AND ARIZONA

How OVERWAITEA Boosted Tea Sales Last Year

OVERWAITEA Ltd., in Mission City, British Columbia supported their attractive newspaper advertisement with unique store and window displays and this combination resulted in soaring sales volume for the Tea for Canada Week promotion last year.

Reproduced on this page is the photograph of Overwaitea's unique interior store display of tea and related items, which won a major prize in the 1957 Display Contest. The display was a dominant one with the word TEA presented in giant letters. This was supported by such slogans as: "Tea relaxes," "Serve tea often," "Eases tension," "Tea serves more," "Over 200 cups to the pound." The combination of all these with an attractive grouping of tea and related items resulted in an excellent selling display. The unique nature of the display was a real "shopper-stopper," and once stopped, people bought tea and appetizing items to go with it.

Also illustrated is a picture showing the original way in which Overwaitea used Tea for Canada Week signs on the window itself. As will be seen, Overwaitea's window is "flush-built" and is designed not for display but to provide an overall view of the attractive store interior. This, however, did not stop the enthusiastic Overwaitea staff from using the plate glass as a successful means of advertising Tea for Canada Week. The picture speaks for itself!

In addition tea was actually served in the store during the week itself as a demonstration feature.

In referring to the outstanding success of the promotion, G. R. Cleal, manager of Overwaitea at Mission, B.C., stated: "I believe this is the best method of getting people tea-conscious. Our volume of tea sales, plus related items, soared. And after Tea for Canada Week we noticed that our sales of tea continued at a much higher rate than prior to the promotion."



IDEAS FOR YOUR ADVERTISING

(Continued from Page 18)

Then ask us about the big Tea for Canada Week \$10,000.00 Contest. We have Entry Blanks ready for your use."

(6) Use Special Shapes for Showcards

For example cards could be cut out in the shape of a teapot, a teacup, or the big letter "T".

(7) Put Out A Combination Deal

For example — 1/2 pound Tea and

teapot. A package of Tea and a package of Cake Mix.

(8) Instal A "TEATERIA" Display
Use a special showcard headed:

TEATERIA

Help yourself to your favorite brand of tea.

Set out jumble displays of leading Brands of Tea. This idea could also be applied to the "peg board" style of display illustrated on page 36.

TEA for CANADA

WEEK APRIL 14-19



Something NEW has been added!



TEA for CANADA
WEEK
APRIL 14-19

New!
\$10,000
IN THE POT
for Your
Customers!

100 EXCITING PRIZES IN BIG TEA CONTEST!
CASH PRIZES FOR GROCERS TOO!

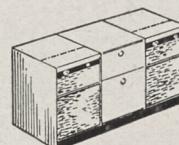
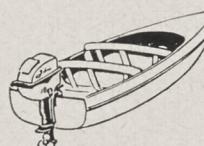
10 GRAND PRIZES FOR
YOUR CUSTOMERS



Ladies!
Glamorous
MINK STOLE
by HERMAN FURS



or
INGLIS-“ROYAL”
WASHER-DRYER



Men!

PETERBOROUGH 15'
“LAKESIDE” BOAT
and JOHNSON 18 HP
OUTBOARD MOTOR
or
SEABREEZE “CENTURY”
COMB. HI-FI & TAPE
RECORDER

EXTRA \$100.00 CASH BONUS
BOOSTS YOUR TEA SALES! Grand prize
winners receive an extra \$100.00 cash bonus if entry
contains end label from package of tea or tea bags.

EXTRA! EXTRA! \$500.00 CASH FOR GROCERS! Grocers named by grand
prize winners eligible for \$50.00 cash if entered in Tea of Canada Week display contest.

[See next
page]

TEA for CANADA
WEEK
APRIL 14-19

Over
\$5,000
IN THE POT
for
YOU!

\$5,000 IN CASH FOR TEA DISPLAYS!

Featuring Tea and Related Items during Tea for Canada Week, April 14-19.

- Everyone Wins a Prize—in addition to major prizes, every grocer who enters gets cheque for \$4.00.
- Three Prize Areas—Central, Eastern and Western.
- Twelve Major Prizes in Each Area—Three prizes each of \$75.00; \$50.00; \$25.00 and \$10.00.
- Win with Free Display Material!—Ask your Tea Salesman or write directly to Tea Council of Canada, 15 St. Mary Street, Toronto 5, Ont.

CONTEST RULES

1. Prizes awarded for photo of best store or window displays of tea and related items using Tea for Canada Week display material.
2. Displays must remain for full week April 14-19.
3. At least 50% of tea displayed must be one or more of these member brands: BLUE RIBBON, FORT GARRY, KING COLE, LIPTON, MOTHER PARKER'S, RED ROSE, SALADA.
4. Photo must be mailed not later than April 30, 1958, to Tea Council Display Contest, 15 St. Mary St., Toronto 5, Ont.
5. Decision of judges is final.
6. All entries become property of Tea Council of Canada.



Showing how the attractive display material and pads of Contest Entry Blanks can be used to increase public interest in a 1958 Tea for Canada Week Display.

\$5,000 Store Display Contest For Grocers Repeated This Year

ONCE again Tea Council will award over \$5,000.00 in cash prizes for the best Tea for Canada Week store display of Tea and related items.

In this Contest every grocer who enters and complies with the rules automatically wins a \$4.00 prize. As soon as his entry has been checked against the contest rules a cheque for \$4.00 will be mailed to him promptly.

His entry will then be placed with the others, ready for judging, and he may win a major prize of up to \$75.00 cash.

For Contest purposes the country has been divided into three prize areas — Eastern, Central and Western. Major prizes in each area are as follows:

- 3 First Prizes of \$75.00 each
- 3 Second Prizes of \$50.00 each
- 3 Third Prizes of \$25.00 each
- 3 Fourth Prizes of \$10.00 each

Window or Interior Store Displays stand equal chances of winning.

Prizes will be awarded on the point basis:

Sales Effectiveness	50%
Attractiveness	30%
Originality	20%

Display must be kept installed during the entire week of April 14th to 19th inclusive and a photograph (snapshot will do) with a letter reporting on the sales success secured, must be mailed to Tea Council Display Contest, 15 St. Mary Street, Toronto, Ontario, not later than April 30th, 1958.

One important rule of the Contest is that at least 50% of Tea displayed must consist of one or more of the brands of Tea Council members, viz.: Blue Ribbon, Fort Garry, King Cole, Lipton, Mother Parker's, Red Rose, Salada.

Undoubtedly the majority of grocers will use the \$10,000.00 Consumer Contest to increase the sales effectiveness and originality of their store display during the week of April 14th. Then, too, the extent to which

this merchandising advantage is used will likely prove an important factor in awarding the prizes in the \$5,000.00 Store Display Contest.

Each grocer who signs up for Tea for Canada Week will receive a display kit containing:

- 1 Oblong "Tea for Canada Week" Display Streamer.
- 1 Upright Tea Streamer "That's for me — TEA!"
- 1 Upright Tea Streamer "There's magic in TEA!"
- 1 Upright "\$10,000.00 Contest" Streamer—same design as newspaper Contest Advt.
- 2 Pads of Consumer Contest Entry Blanks.

The picture on this page demonstrates how this material can be used to attract attention to your Tea for Canada Week display and thus boost your sales of Tea and profitable related items.

MISS TEA FOR CANADA 1958



18 year old, Miss Carole Belmont of Montreal has been chosen Miss Tea for Canada 1958. She is highlighting "Tea for Canada Week" promotion by visiting Canada's leading cities, Quebec, Montreal, Toronto, Winnipeg, Edmonton and Vancouver. In each centre, arrangements have been made for television appearances, radio interviews, a meeting with the mayor and members of the press, as well as appearances in leading grocery and departmental stores.

* * *

Cash income received by Canadian farmers from the sale of livestock during the first nine months of 1957 was \$545,000,000—almost $\frac{1}{3}$ of the total farm income of \$1,849,000.



\$5000 in PRIZES!

for TEA DISPLAYS during

TEA FOR CANADA WEEK

APRIL 14-19

Here's your chance to win a share of \$5000. The Tea Council of Canada is awarding for tea displays during Tea for Canada Week. Here's how you can win! Build an eye-catching, attractive display of SALADA Tea, and tie-in related tea-time treats, such as cookies, cakes, biscuit mixes, etc. You can include tea pots, kettles, tea cups, serviettes and colourful tablecloths to brighten up your display.



- The Tea Council will send a cheque for \$4.00 to every qualified entrant.
- Three prize areas—Eastern, Central, Western
- Twelve major prizes in each area—three prizes each of \$75.00—50.00—25.00—\$10.00

ASK YOUR SALADA-SHIRRIFF-HORSEY SALES-MAN FOR INFORMATION AND HELP. HE'LL BE GLAD TO OUTLINE THE RULES, ORDER YOUR DISPLAY MATERIAL, HELP YOU PLAN YOUR DISPLAY.

For more information write direct to

SALADA-SHIRRIFF-HORSEY Ltd.

550 Beatty Street Box 201, Station "J" 1400 Cote de Liesse Rd.
Vancouver, B.C. Toronto, Ont. Montreal, P.Q.

*Salada Tea is sold on "Cross Canada Hit Parade"
CBC-TV—every Saturday night*

Powerful Advertising to Promote Fluid Milk Festival in April

PROMOTE milk and you promote sound business is the motive behind the Fluid Milk Festival sponsored in April by Dairy Farmers of Canada.

Now established as an annual co-operative effort to further the sale and use of fluid milk and milk products, the Springtime campaign this year is designed to stimulate consumer buying interest in fluid milk.

A nation-wide advertising program includes advertisements in 94 daily newspapers and 262 weekly newspapers. There will be up to 11 insertions in the dailies. Full color advertisements to appear in the April issues of the four Canadian women's magazines will depict milk as an essential food for Canadians of all ages.

Posters for store display are offered free and can be obtained by writing to Dairy Farmers of Canada, 409 Huron Street, Toronto. These measure 18" x 21" and are in two colors and bear the slogans "You Never Outgrow Your Need for Milk" and "For Tastier Salads Use Cottage Cheese."

Advertising mats like the one illustrated are free for the asking. These are recommended to merchants and their milk suppliers to advertise any particular brand of milk.

A very effective piece of store give-away promotional material is provided in a well prepared recipe folder. Some of the recipes call for tinned soups, others for a long list of ingredients. These are available at the nominal charge of \$8.00 per thousand.

Truck cards for the supplier service are available at 50 cents each. These are printed on heavy stock 15" x 30", weather-proofed for long service. The one reads: "Enjoy Milk—It's

Everybody's Drink." The other reads: "For Tastier Salads . . . Serve Cottage Cheese Often." They are well illustrated and attractive.

A great deal of editorial material is being supplied to nutritionists and women's editors who have been doing a great deal of good in their newspaper and magazine columns to encourage the use of milk in the daily diet.

Grocery, hotel, restaurant and dairy trade journals are carrying full page advertisements, such as the one appearing in this issue of Prairie Grocer.

EXECUTIVE DIRECTOR TEA COUNCIL OF CANADA REPORTS ON TRIP ABROAD

Recently back from a goodwill trip to the tea producing countries, Ceylon and India, D. M. Langton, executive-director for Tea Council of Canada reported that tea boards and government officials attach a great deal of importance to the potential of the Canadian tea market and to the promotional activities of the Tea Council.

Tea officials in both countries looked upon the visit of Mr. Langton as an ideal opportunity for them to get acquainted with tea merchandising and promotion in Canada and pass on information on the local conditions related to the cultivation and marketing of tea. This exchange of ideas should stimulate further promotional efforts from the Tea Council to increase tea consumption in Canada.

At a reception given in Bombay by the Tea Merchants Association for Mr. Langton, K. Venkatakhary, deputy director of Propaganda Tea



All this pressure of advertising is bound to have sales effect on the grocery trade as was generally experienced from the campaign last year.

Milk's rapid turnover makes your dairy case a good investment. In fact dairy case products come first in the housewife's food requirements. Milk is a necessity as a beverage, or as the essential ingredient in most of her favorite recipes.

Put some added sales promotion on the Fluid Milk Festival all through April and you'll realize increased cash returns from your dairy case.

Board, stated that "there is no doubt that the demand for tea would immensely increase in Canada . . . through sales promotions activities" as carried out by Tea Council of Canada.

Tea sales in Canada are of importance to governmental authorities concerned with well balanced import-export trade relations between the Commonwealth countries.

California oranges are not picked until they are ripe. Color of the skin is not always an indication of the ripeness since the summer, or Valencia, variety often takes on a greenish tinge late in the season when fully mature.

World production of oranges in the past ten years has increased from 250 million boxes annually to 360 million boxes annually.

Principal orange producing nations of the world are the United States, Spain, Mexico, Brazil, Japan and Italy in that order.



for Canada **WEEK**

ATTRACTIVE DISPLAYS will pay off in extra sales during the big week for tea. Use these bright new Red Rose packages and watch results!

RED ROSE

Brooke Bond Canada Limited
Distributors

Rands Warns Manufacturers, Wholesalers, on Selling Direct to Consumers

"IT is quite unethical and a highly demoralizing practice for manufacturers and wholesalers to sell retailers their products, and then turn around and sell these same products and others to consumers direct," says Arnold Rands, general manager, Retail Merchants Association of Canada (Ontario) Inc.

"Both the manufacturer, the wholesaler and the consumer depend upon the services of the retailer," he continued: "the manufacturer and wholesaler to obtain wide distribution of their products at a minimum cost; the consumer in order to provide him or her with a convenient place to shop with a good range of product and/or styles from which to choose, and the facilities for alterations and trained sales personnel."

Mr. Rands said, "the manufacturer and/or wholesaler is not wholly to blame for the state of affairs which

exists today, in which he is gradually encroaching on the business of the retailer because the abuse of manufacturers and wholesalers selling direct to consumers began through the practice of retailers in sending members of their immediate families to manufacturers and/or wholesalers for items not stocked by the retailer or for some special brand or style. This led to the extension of the practice to relatives and friends ad infinitum.

"From this beginning, the practice of selling direct to consumers has developed until today it has become a major area of distrust and controversy as between retailers and their suppliers. In the opinion of our association the matter could be cleared up with a minimum of trouble if both the retailer and his suppliers would face the facts and use the one and only sensible solution to this perplexing trade problem.

"It is our recommendation," stated Mr. Rands, "that all goods sold by wholesalers and/or manufacturers be shipped from their plants to a retail store or the warehouse of any other direct buyer, such as a hospital, hotel, etc., and that no sales be made except through these channels. It would then be up to the retailer to take a markup suitable to the occasion.

"Our association is ready and willing to set up retail vendor relations committees to meet periodically with manufacturers and wholesalers of the various industries to discuss the solution to 'direct consumer sales' and other vexing trade matters," concluded Mr. Rands.

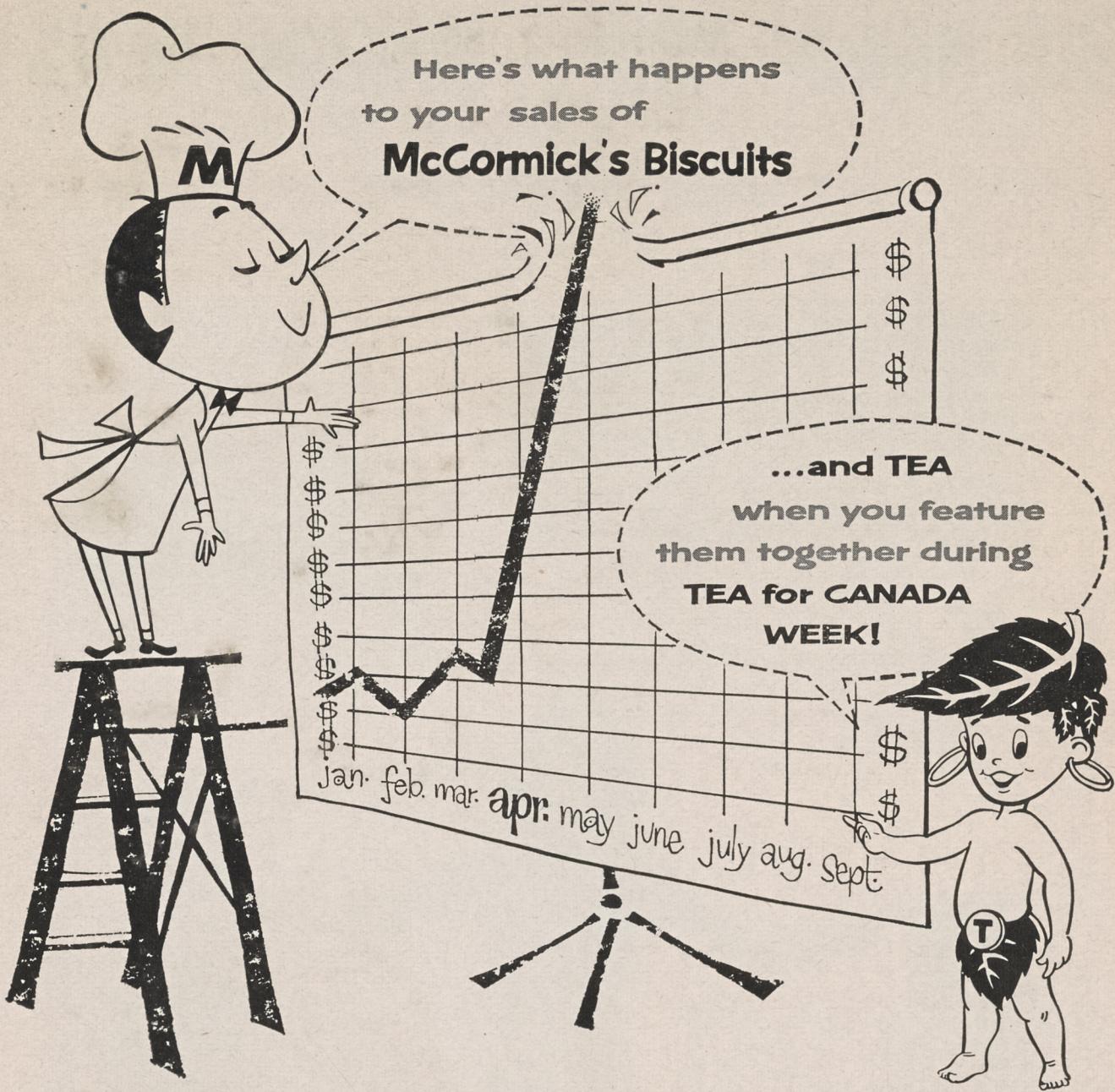
* * *

The Canadian market in 1957 absorbed an average of 97,000 hogs, 38,500 cattle, 17,100 calves and 16,400 lambs each week.

PRESENTING
 FOR THE FIRST
 TIME ANYWHERE
Blue Ribbon
Red Label Tea
IN TEA BAGS
 DISPLAY THIS FAVOURITE
 NOW . . . WITH PEAK
 NATIONAL ADVERTISING
 SUPPORT

BROOKE BOND CANADA LIMITED, DISTRIBUTORS
 TORONTO - WINNIPEG - VANCOUVER





Extra Profits are yours, because McCormick's biscuits and tea are "naturals" together. Display them together and watch them sell better than ever before.

Tea for Canada Week is April 14-19 this year, and it's going to be Canada's most widely advertised grocery promotion.

... Colour ads in over 70 newspapers, a powerful spot campaign on 20 radio stations and 16 TV stations, and large space ads in mass circulation week-end publications.

Be sure and feature McCormick's biscuits and tea in a related items display . . . you'll be glad you did!

McCormick's
Good Taste in Biscuits

1858 - 1958
McCormick's
YEARS OF PROGRESS

BIG NEWS! PROFIT-MAKING NEWS!

the giant new

“Have a Party” campaign

Planned to move high-profit items from your shelves to her shelves!



FEATURES HIGH-PROFIT COKE!

- best-loved sparkling drink in all the world
- 40-50 times annual turnover
- \$8.60 annual gross profit per \$1. of inventory.

FEATURES HIGH-PROFIT FOOD ITEMS!

- quick-fix foods from every department
- including canned meats, dairy items, packaged mixes,
- and, canned goods, crackers, dessert mixes.

This Special Campaign will be Promoted by
Complete Ad Coverage during the month of April

Big "Have a Party" Campaign

Features Coca-Cola and a host of other big-money items

HEAVIEST SUPPORT EVER



Sales-Making
Point-of-Sale Materials

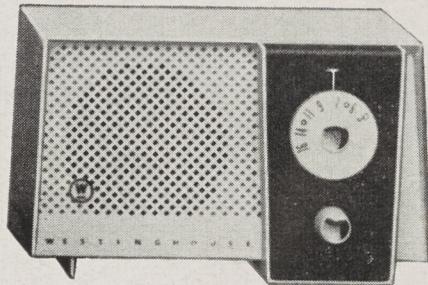


Colorful Magazine and
Weekend Metropolitan Newspapers



Huge Outdoor Posters

Persuasive Radio
Spots and Programs



Yes—April Is The Big Month!

The big "Have A Party!" Campaign is a tremendous sales-making idea featuring high-profit Coca-Cola and high-profit food items.

Plan Your Own Storewide Promotion Now!

For details and helpful display aids featuring Coke with food, see your salesman for Coca-Cola.



SIGN OF GOOD TASTE

APRIL 26-MAY 3

Baby Week Brings New Sales Opportunities

By DORIS CHRISTINA CLARK

SURVEYS show that a married couple with one or two children of baby food age buy up to four times the groceries that a customer does who has no children. Infant feeding in Canada supports a business estimated at \$16,000,000 a year, the average baby uses a minimum of \$104.00 worth of strained foods alone during its first 18 months, and the yearly crop of babies is constantly growing.

Add to these figures the fact that baby food customers are at the beginning of a long span of family grocery buying, and you have a powerful argument for making Baby Week your opportunity to promote new sales in your store.

There are several reasons why both you and your customers profit by the use of prepared baby foods.

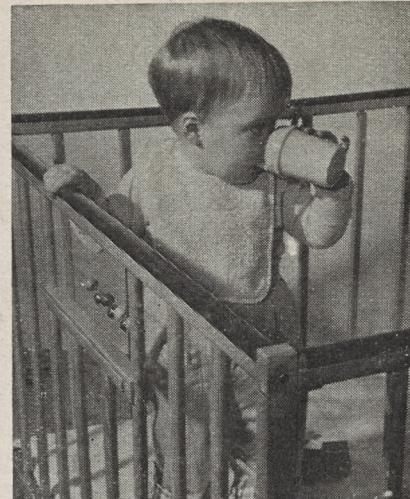
First of all, they fill the bill when it comes to nutrition requirements. The ingredients in baby foods are of highest standards, with fruit selected at its richest ripeness, vegetables picked and processed with a minimum of mineral and vitamin loss; all meats of choicest quality and processed with careful attention to preserving the uniform character of the finished product.

Secondly they are prepared in a form ready for immediate use. Strained baby foods eliminate the peeling, coring, boiling, straining and other preparation formerly required when



Special island promotion for National Baby Week features canned strained fruits and meats, and packaged cereal food; it offers special three-unit price and uses baby buggies for additional display pieces.

—Woodward's Department Store, Vancouver.



This baby tumbler is one of the many premium items being offered by a baby-foods manufacturer. —Heinz Photo.



Serv-Well, Notre Dame avenue food store in Winnipeg, knows the selling value of a conveniently located and well kept assortment of baby foods.

the young infant was being introduced to an extended diet during those early toothless months. With modern knowledge of baby feeding, mothers are taking seriously the nutritionist's advice to introduce new flavours early and often.

In the third place, there is no waste with baby foods. The convenient-sized 5-ounce cans are packed solid with nourishing food. There is none of the loss which occurs with home prepared meats, in which fat, bones and tough sinewy parts must be discarded; there is no loss of vegetable or fruit through the peeling or straining process; this has all been done ahead of canning. Also, where less than a full can of baby food is required for one meal,

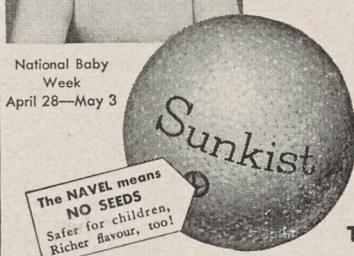
How your Fresh Produce Dept. can Cash in on BABY WEEK..

APRIL 28th—MAY 3rd

We tell Mothers why babies need home-squeezed fresh orange juice!



National Baby Week April 28—May 3



Only home squeezed fresh orange juice is good enough for Baby...

It's always **PURE**. Take no chances. Always give baby orange juice in its purest form—from **fresh oranges**.

It contains all the **VITAMIN "C"** that nature put there. Remember: freshly-squeezed orange juice is an excellent source of Vitamin C and other values baby needs.

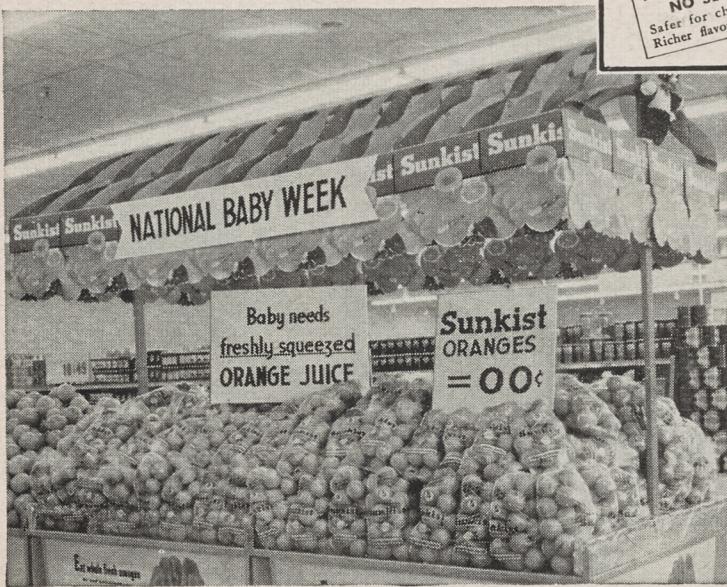
Insist on

Sunkist
Trade Mark Registered

Tree-Fresh FROM CALIFORNIA AND ARIZONA

Above: Attractive Sunkist newspaper advertisement which will appear from coast to coast during National Baby Week.

Left: Display of Sunkist Oranges in a Dominion Market in Toronto.



Feature

You install
PROFITABLE DISPLAYS
at point-of-sale...

Timely displays of fresh Sunkist Oranges, tying up with National Baby Week, will step up your sales of this profitable fruit. Remember two things—*fresh* is best for baby, and *you* make a much better profit on *fresh*.

Sunkist ORANGES

Trade Mark Registered

Tree-Fresh FROM CALIFORNIA AND ARIZONA

the remainder will keep quite well in the refrigerator in its own container for several days.

Not to be overlooked is the usefulness of these products for other than baby feeding. Invalid diets often call for the bland flavour and smooth consistency of the strained or chopped vegetable, fruit or meat purees of which baby foods are made. The user of baby and junior foods soon discovers how convenient the strained fruits are for glazing hams or other oven dishes; and how easily substance and flavour may be added to gravy or soup through the use of a left-over portion of baby's liver and bacon or other meat.

From the grocer's point of view, baby foods occupy very little space per unit, thus justifying the laying in of good stocks. The many varieties and flavours now available mean that the shopper will buy more. And a well-stocked baby foods department where mothers can select many different varieties and keep home supplies up with no difficulty, can mean an important increase in store traffic.

Promotional Support from Manufacturers

National Baby Week, April 26th to May 3rd this year, is planned to help you bring this business to your store.

Mothers everywhere will hear about Baby Week on radio and television; will read about it in magazines. Baby Week advertising in magazines and newspapers will feature ready-to-serve cereals and strained fruit juices, vegetables and meat preparations. Combined efforts will inform hundreds of thousands of buyers and potential buyers about Baby Week.

Advertising aids, including suggestions for tie-in newspaper and television advertising, and ad mat sheets which carry out the Baby Week theme as featured in store display pieces are available, and appropriate TV slides may be had on request. The ad-wise grocer can use these free aids to attract young mothers to his store by promoting it as a "Baby Headquarters."

For store display purposes, a colourful variety of display pieces with plenty of mother-appeal is available on request. Posters and pennants may be used to decorate "just for baby" display, featuring items from the baby department.

Time To Spruce Up

Excellent though the sales promotion material is, it can only serve to direct the mother to the baby food department. If the department is a hodge-podge of unrelated items, if stocks are poor, if lighting is inade-

Note the related items in this baby-food section.

Prominently displayed are corn syrup, canned milk, powdered milk, cereals.

—Heinz Photo.



quate or merchandise dusty, then promotional efforts leading her here are largely lost. Now is the time to take a critical look at your baby foods section to see if you can improve it.

Here are some practical ways of maintaining a profitable baby foods department:

First, pick a prominent spot in direct line of traffic flow which will be quickly seen by the customer as she enters the store. A full-colour baby head is an excellent means of attracting attention. Keep stocks checked and in good order, well-dusted and well-lighted. Make mothers feel the baby department is as clean as a nursery.

Ample space should be given to prominent brands, so that entire lines may be displayed to give customers variety and choice. Remember that babies have the same range of taste preference as adults and need a balanced diet.

Watch the movement of merchandise and where a variety is selling out constantly, establish another row or two of this item. Place baby food cans as near to eye level as possible, as print is small and difficult to read when near the floor or too high up.

Be sure prices are easy to read; be sure no damaged or rusty merchandise appears on your shelves. Restock from back of shelf, moving cans forward so as to keep stock rotating and move out oldest merchandise first. Provide neat, orderly shelf arrangement; use row dividers, variety markers, multiple pricing. Mothers generally buy in quantities of six units or more.

Special Ideas For Baby Week

One prominent manufacturer of baby foods offers these special suggestions for a promotion during Baby Week:

1. Do something special for every baby born during Baby Week. Award appropriate merchandise prizes, or gift certificate to apply against purchases. Open small account at local bank.

2. Give a Lucky Baby Number to each purchaser of baby foods during Baby Week. Have a daily drawing, or a drawing for a number of prizes at the end of the week.

3. Give a flower to every mother who comes to the store with a baby during the promotion; a balloon or rattle to each baby.

4. Give a small one-candle cake to each baby who is one year old during Baby Week; this could be a Baby Week special for the bakery department.

5. A safe, soft plastic toy for each first birthday baby who visits the store would be appropriate.

New Meat Dinners

In addition to the acerola juice, soy bean cereal and egg-and-bacon breakfast which came out last year and caught hold immediately, we now have brand new meat dinners just introduced. Three new items have been put on the market by one manufacturer, including turkey with vegetables, chicken with rice and beef with noodles, thus bringing this line of meat dinners to seven in all.

These dinners have three times as much meat as the regular meat and vegetable combinations and have been

...display for Baby Week...

AND FOR GREATER SALES EVERY WEEK DURING THE YEAR,
ADD **BEE HIVE SYRUP** TO YOUR BABY SECTION

EASY TO MEASURE
EXACT QUANTITY
with
BEE HIVE SQUEEZE-PAK
or the container
with the new
pouring-
spout

Products

BEE HIVE
CORN SYRUP
ST. LAWRENCE
OIL
DURHAM
CORN STARCH
IVORY LAUNDRY
STARCH (White
and Blue)

developed in response to the recommendations of doctors for more meat and protein in baby diets. All seven varieties of new meat dinners are prepared in both strained and junior varieties, and are packed in economical five-ounce containers.

Related Items Mean Impulse Sales

The logical spot for showing related items — of which there are many — is where the present stock of strained and junior foods are located.

In separate shelving, add such related items as corn syrup, evaporated milk, arrowroot biscuits, baby powders and oils, rubber panties. Such merchandise as baby bottles, baby dishes and spoons, cod liver oil and tomato juice located here will get scooped up quickly by the mother whose first intention was to buy a can or two of banana custard or other such item.

It is well worth while to make room for such additions to this profitable department, even if it means reshuffling of lay-outs.

An Expanding Market

So there are many good reasons why the market for baby foods is growing bigger all the time. Their great convenience and high nutritive value; their economy of space and no-waste features; the wider choices which are being offered all the time; the usefulness of baby foods for special diets and for additional flavour in a number of casseroles for family feeding; all add up to impressive sales opportunities.

The grocer who takes advantage of Baby Week, 1958, to spark his own promotion, is doing much to bring new and lasting family business to his store.

PEOPLE EATING MORE SAUSAGE

Canadian sausage production has increased 335 per cent since 1936 and there is every indication that volume will continue to grow in the future, Maurice Rector, vice-president, the Griffith Laboratories Limited, Toronto, told the 38th annual meeting of the meat packers council of Canada at Toronto in February.

He said that Canadians have taken the skills and tastes of their ancestors and of their neighbours, fused them with their climate, racial blend and personal outlook and come up with typically Canadian varieties of sausage products. Canadians have gone a long way towards developing sausage products that are unique and these products are being steadily enriched and vitalized with ideas and tastes that come from various parts of the world.

"Opportunity for the industry is firmly based on a foundation of satisfied customers. It awaits only your additional attention and support," he said, adding that if it gets these it will inevitably open new horizons to the meat industry for profits and customer satisfaction.

RETAIL VOLUME IN SASKATCHEWAN

Retail sales in Saskatchewan totalled \$851,911,000 in 1957. This estimate, released by the Retail Merchants' Association of Canada (Sask.) Inc., Saskatoon, is a compilation by the association, the Dominion bureau of statistics and co-operating retailers in the province.

Of this total, the province's 10 cities accounted for \$378,623,204, or 44.5



The prize-winning Tea for Canada Week store display installed last year by C. Gabrielle, North West Produce, Prince George, British Columbia. Note the models of "Teaki," the quaint little character so well known to TV audiences. Tea Sales increased 40 per cent.

per cent. Rural sales totalled \$473,287,796, or 55.5 per cent.

Greatest increases in sales were reported by groceterias; garages and filling stations; and furniture and appliance stores. Their increases were 9.8, 11, and 14 per cent respectively.

Estimated retail sales for Saskatchewan cities in 1957 are as follows:

Regina	\$134,200,000
Saskatoon	101,952,000
Moose Jaw	35,343,990
Prince Albert	30,747,182
North Battleford	15,903,032
Swift Current	15,295,500
Yorkton	14,950,000
Weyburn	10,580,000
Lloydminster	10,048,500
Estevan	9,603,000
	\$318,623,204



They never
outgrow
their need
for **MILK**

Infancy, teen age, middle or old age . . . every age is a prospect for MILK.

Now, with the advent of another Milk Festival Month in April, Canadians everywhere will be reminded regularly of the healthful building and repairing benefits of MILK.

Think of the market for MILK that will be developed and increased by Dairy Farmers' tremendous national promotion during April . . . a promotion that calls for no less than:

92 Daily Newspapers
262 Weekly Newspapers
7 National Magazines

Swing in behind this market-building MILK promotion. Send for the variety of Sales Aids offered by Dairy Farmers. The more you back up this promotion the better your MILK business will be in April and throughout the year.

Send now for these

SALES AIDS

1. Color Poster—18" x 24"	FREE
2. Newspaper Dealer Mats	FREE
3. Radio Spots	FREE
4. Marie Fraser's Recipe Booklets "Souper Soups . . . with Milk"	\$8.00 per thousand
5. TV Filmed Commercials—animated, musical, approved for use anywhere in Canada. Write for information.	



Reproduction of Four Color advertisement appearing in April magazines

Dairy Foods  Service Bureau

DAIRY FARMERS OF CANADA

409 HURON STREET, TORONTO

Trade Tips and Trends

By OUR GROCER REPORTER

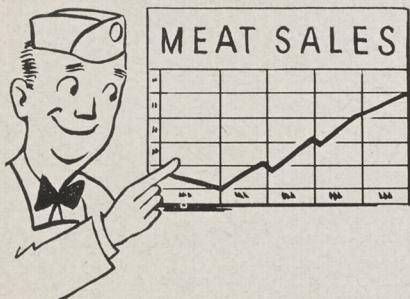


Concentrate on Produce Department

Dry grocery quality and packaging has become so efficient and uniform at the manufacturer's level that it is difficult for the grocer to make this department of his store appear more attractive than that of his competitor.

Not so with the fruit and vegetable department, however. This is one section of the store where you can, with work and ingenuity, outshine your competition.

Concentrate on quality and variety in this important department, price every item, police your displays constantly, and don't spare any elbow grease in keeping the fixtures sparkling clean.



Keep Meat Percentage Up

Is your meat department getting its full percentage of overall store sales?

This is a department where volume must be kept up to help your store's net. If your meat department is not producing the sales you know it should—check these points.

Are the meats well wrapped and displayed? Are the cuts trimmed to remove excess fat and bone? Do the cuts look fresh and appetizing? Do you offer a sufficiently wide variety? Do you give your meat department its fair share of space in your advertising?

Interesting Facts From the U.S.

According to a Supermarket Industry survey, 60 per cent of new supermarkets opened last year failed to reach their estimated potential. Also 10 per cent of the supermarkets included in the survey, are in trouble.

The report claims that the skilled merchandisers are still doing as well as they were at the peak of the boom—it is the operators who thought that the boom was going to last forever that are in trouble.



Next — Instant Gasoline

A Missouri supermarket has come up with something new in the way of customer service. While his car is parked in the store parking lot, a customer can have gas put in his tank and his oil checked. An underground tank and pump with pipe outlets at every third parking stall and a scooter dispensing device can provide service to any car on the lot. The scooter machine also prints a sales receipt which is sent into the store to be paid for at the checkout stand.



Children Included

An American chain of supermarkets reports outstanding results in a recent contest as a result of appealing to children.

Prize winners in the youngsters contest were awarded a three-day stay at a far away city with all expenses paid to include one adult.

Other prizes included items popular with young people such as bicycles, wrist watches, electric trains, etc.

Contests featured by supermarkets have been so prevalent that there is a tendency for them to lack the appeal that they did.

Possibly by including prizes for the children of the entrants, contests will be more popular with the shoppers.

Supplier Relationship Important

A happy relationship with customers is vital in any business—this also applies to supplier-relationship, although many merchants seem to have forgotten this important point.

One market operator we have heard about does a good supplier-customer relations job by printing on all his cheques, "we are pleased to hand you our cheque—hope that we may have the pleasure of serving you in our stores."

Watch Humidity

To offset shrinkage and possible spoilage, the humidity in your meat cooler should be maintained at between 75 and 85 per cent.

This can be measured by a psychrometer, an inexpensive instrument that will be a well worthwhile investment.

If the humidity in your cooler is too low, the dry air will absorb moisture from the meat, causing shrinkage.

The meat will also lose color and flavor—and you will lose sales.

It Was Bound to Happen

A supermarket chain has entered the Satellite and Missile Age.

This chain of stores has launched its own ICBM program. In this instance the short form for inter-continental ballistic missile stands for "Idea Co-ordination Bettors Merchandising."

The theme behind the merchandising program means that department managers, guided by their store managers, will put all their merchandising efforts behind a single store-wide sales promotion theme.



GET 3 FEET OF PROFITS



FROM 1 FOOT OF SHELF

Each time you stock 1 foot of standard shelf,
Lipton gives you 3 times the profit
 of most other soups!

1. Lipton gross margin is up to 35% higher than the average soup's. On the basis of the margins that you apply, work it out yourself and see!

2. Lipton costs 50% less to handle. It's so light and so convenient that you can cut your handling time (and therefore costs) by at least half. What's more . . .

3. Lipton takes only about 1/3 the shelf space. 1 foot of standard 22" x 11" shelf holds 80 cans . . . or 216 Lipton packages. Combine this space-economy with higher markup and lower costs and you find that . . .

Lipton gives you 3 times the profit, per turnover, per foot of shelf! So it makes dollars and sense to display your Lipton stock in the SOUP SECTION where your customers can find it. Make that move today—do right by your Lipton stocks and they'll do right by you!

**LIPTON . . . the most
profitable soup
 you can sell!**





from housewife to GROCER

By DORIS CHRISTINA CLARK

Dear Mr. Marshall:

I never cease to wonder at the way in which the mood of a person can affect those around him—or her.

A few days ago I left my young brood in the tender care of a good friend and trotted off to the bus station in high good spirits, intent on a day's visit with an old chum forty miles away. I was well ahead of time at the bus terminal and dropped in at the terminal's coffee shop for a cup of coffee.

The steaming hot brew was in front of me and I was sipping it, when I was suddenly jarred by the raised voice of the girl who had served me. She was declaring loudly to her co-worker: "Well, I seem to have to take care of everything. You leave your part of the counter littered with dirty dishes and when customers come I have to do it all."

The other counter girl was more aware of her audience of customers and answered quietly, which infuriated her more. Gradually she subsided, but not before the dozen or so coffee drinkers there had become uncomfortable and thoroughly aware of an unsatisfactory operation in the shop. Regardless of who was in the right, the argument was not the business of those patronizing the shop, and if it happened often it could do much to keep people away.

We cannot help but be influenced by the feelings of those around us. Look at the alarm of a small boy of a friend of mine who, on a ship with his mother, could not be consoled when he saw her sick and unable to care for him, even though a most capable stewardess gave him all her attention. His security and happiness were vested in his mother, and without her reassurances he was lost.

Doesn't this mean to you as a storekeeper that you need to be constantly aware of your customers, and conscious of what they are observing or sensing in your store?

If clerks are unhappy over what they are doing or not pulling together well it is bound to spill over in frayed nerves and unhappy—and maybe loud—exchanges of views between them.

When I am present at such an outburst I feel like reminding them that there are ladies present (namely me) but I don't. I just get it off my chest by writing to you. But anyway I also feel sorry for them, since they are obviously not enjoying themselves.

Shouldn't your work be your fun, too? That's what our vocational guidance people tell us. It's not, though, if we are a square peg in a round hole. Or if we are not being appreciated, or not getting a square deal.

I know that storekeepers can't be responsible for all the bad tempers that clerks bring with them to their jobs and have probably been developing from childhood. Perhaps that's Mama's fault, and Papa's.

But there are things which go to make cheerful relations between people who have to be together a good deal of the time. When I am cheerful with Susan, she laughs back at me; eats up her meals better; plays better with Peter,

Christina's Hint of the Month



TEA AND SANDWICHES

An attractive tray of sandwiches served with tea in the best tea service spells hospitality at any time of day.

To make tea to perfection fill a kettle with fresh cold water and bring to a boil. Preheat the teapot with hot water. Into the warmed pot, measure one teaspoon of tea per person and "one for the pot" or use one two-cup teabag for every two cups. When water reaches a bubbly boil, pour immediately over the tea. Brew a full five minutes and serve with milk or a thin slice of lemon. Sweeten to taste.

Prepare a variety of sandwiches including open face, roll-up and plain. The spread for the open face sandwiches might be filleted sardines, young herrings or a ham salad mixture containing chopped ham, pimientos, hard cooked eggs, pickles and mayonnaise.

Cream cheese seasoned with horseradish, onion juice, grated orange rind and chopped nuts, would make a tasty spread for the roll-ups, for which a fine-grained thinly sliced white bread is used.

In making plain sandwiches, use plenty of filling. Trim off crusts and cut in squares, triangles or rectangles. A popular choice for filling is liver paste with chopped bacon, seasoned with pepper relish.

Christina.

(This hint-of-the-month can do a job for you. Reprint the whole or a part of it in your special Tea Week advertising or incorporate it in a handbill which offers a combination price for tea and the ingredients for suggested sandwiches.)

than when I make the horrible mistake of letting her see my annoyance with the weather or with the burned biscuits or with myself.

When Peter becomes frustrated with his dump truck not working properly I can either have him in tears with my

(Continued on Page 42)

For Customer Satisfaction... Sell QUALITY



For a display that radiates freshness and pulls in customers, insist on top quality fruits and vegetables. At DOMINION, high standards are safeguarded by quality control.



**AS NEAR
AS YOUR
TELEPHONE**

DOMINION FRUIT LIMITED

Executive Office . . . WINNIPEG

Branches at:

Fort Frances
Kenora
Brandon
Winnipeg
Regina

Saskatoon
Weyburn
Moose Jaw
Estevan
Yorkton

Swift Current
Humboldt
Tisdale
N. Battleford
Lloydminster

Calgary
Red Deer
Stettler
Edmonton
Grande Prairie

Peace River
Lethbridge
Blairmore
Medicine Hat

own inability to cope with the problem or optimistically lead him into some more rewarding pursuit. Then he is happy and so am I, and Susan. And, incidentally, so is little Frankie, who is fascinated by everything the twins do.

A grocery store is usually more than a one man show, but there is one man whose personality and general principles have a lot to do with good morale in a store, and that's the boss. Like the teacher in The Deserted Village, his workers—

"... learn to trace

The day's disaster in his morning face."

Through personal contact he influences them; and he also lays down the rules by which they operate.

What are some of the things he can do? He can develop fair practices when it comes to hours of work, and overtime. He can see that his people are paid properly, and that when it is time for it, they get increases without having to ask for them! He can recognize extra service in some tangible way, as well as by thanking the person who gives it. He can make sure that staff members share in the profits and in credit for the success of special promotions.

And there is no substitute for personal interest in every single member of his staff. By personal observation he can spot the square peg in the round hole, and make a shift. And the manager who is close enough to his clerk to know it when the baby is sick or when the girl friend has quarreled with him — or when the work is too much for him — is well on the way to having wonderful influence on that clerk's state of mind.

His understanding of Joe's plight, and of Joe's job; so that he can put across the idea that these things matter, that he will help if he can and that he considers Joe a valuable employee—all these things can contribute to good cheer in a store.

And somehow they get into the atmosphere we shoppers breathe! Don't they?

Devotedly,
Christina

KETCHUP SPECTACULAR



Latest and biggest tomato ketchup promotion by the H. J. Heinz Company of Canada Ltd., takes the form of a "related-item spectacular display". Recipes, with a "Cook with Ketchup" base, will be featured on the display, and the ingredients themselves will be displayed around the Ketchup. It is being offered to markets across Canada.

NEW PACKAGE FOR RED ROSE TEA AND COFFEE



A complete line of colorful new packages for Red Rose tea, coffee and instant coffee has recently appeared on the shelves of grocery stores and supermarkets according to an announcement by H. L. Keen, president of Brooke Bond Canada Limited, distributors of Red Rose.

Featured in the design is a full color illustration of a red rose, which will appear on every package in the Red Rose family."

Here E. A. Trites, sales director, (left) joins company president H. L. Keen before a display of representative packages in their tea, coffee and instant coffee lines.

FAST TURNOVER and GOOD PROFITS with—

TENDERAL*

* Scientifically tested and prepared.

Your customers like TENDERAL because—

- 1. It is in liquid form
- 2. It penetrates instantly
- 3. It cuts cooking time in half
- 4. It aids digestion of meat
- 5. It brings out natural flavour
- 6. It is never salty

RECOMMENDED FOR Roasting, Broiling and Frying.

THE ONLY LIQUID TENDERIZER IN CANADA

DISTRIBUTED BY

HARRY LAWSON,

LAWSON VINEGAR COMPANY

1116 - 12th Street East, Calgary, Alberta

Mass media advertising

helps build bigger,
steady demand
for Sifto salt...



RADIO

T.V.

WEEKEND PAPERS
FARM PUBLICATIONS

stock **sifto**

it moves fast from shelf
to shopping basket



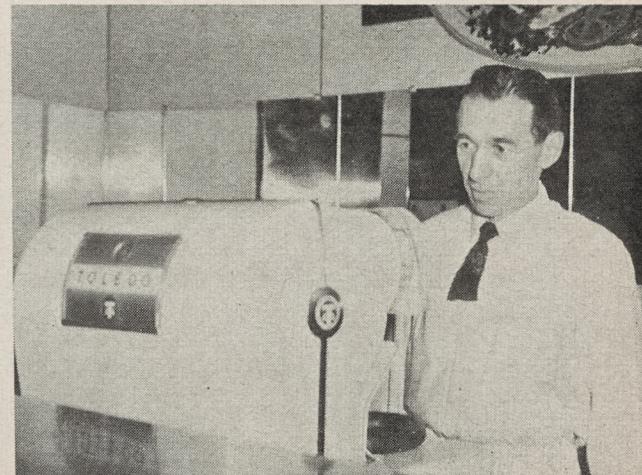
This neat refrigerated corner adjoins the service meat counter at the F & M Tom-Boy. Dairy case is at right.



Here is the F & M shining meat counter, filled with a variety of chops, roasts, poultry and hams.



Cliff Murray, partner in the F & M Tom-Boy, checks stock.



In charge of the service meat counter, F & M's other partner is Fred Feider.

These Tom-Boy Independents

By MARGARET KENNEDY

DURING the past six months, ten new Tom-Boy stores have been opened in the Greater Winnipeg area, all at former chain-store locations, and everyone is reported to be showing substantial increases in turnover. Grosses are ranging from 10 per cent to a whopping 100 per cent higher.

Significantly, the new owners, some of whom were former chain store employees, have made few, if any changes in store layout. What they have done is to apply hard the personal attention, friendliness and flexibility of operation and stock that only the individual owner appears to be able to supply.

A close look at three of the ten new Tom-Boy stores, located in very divergent neighborhoods in Winnipeg, reveals a surprising uniformity in operation. The F & M Tom-Boy, on Osborne St. at Stradbroke in Fort Rouge, increased their turnover by 80 per cent in the first four months in business, and are looking to further increases. Partners are Fred Feider and Cliff Murray, both former Safeway employees. Fred manages the

Store Owners Prove That Can Compete With Chains

meat department, his background in meats going back twenty-five years with Safeway including a meat managership.

During the war, Fred Feider served in the R.C.A.F. for five years as a meat chef. This experience he has found most helpful in his business, as customers come to him for advice on cooking methods and choice of correct cuts of meat. Fred goes after

large regular accounts such as boarding houses, clubs and institutions, and these make up a substantial amount of the monthly gross, both in meats and groceries.

Cliff Murray started his grocery career with Safeway in Virden, Manitoba, coming to Winnipeg to join the same organization in 1943. Cliff served as relief manager for six years, as store manager in two locations, and when he left to open his new store



Located near the check-outs at Cliff's Tom-Boy, this unit sells shampoos, tooth pastes, drugs and sundries.



This is the angled produce stand at Cliff's Tom-Boy, with potatoes and onions in the foreground.



Good, fresh produce, in ample supply is a feature at Cliff's Tom-Boy. Cliff Reid displays desserts and puddings above his produce.



Household cleaning supplies are grouped together near the back of Cliff's Tom-Boy, on wall shelving.



CLIFF REID,
owner of Cliff's Tom-Boy at the corner
of Sargent and Lipton in Winnipeg.

had been produce consultant for Safeway for six months. The only change made by the new F & M owners was to raise the height of one of their two gondolas by adding one foot of shelving. The other gondola was also raised, this by stacking soaps, detergents and paper goods to the same height of seven feet.

Cliff supervises the produce and general stock. Both partners agree that as independents they have more time to talk to customers, to learn what people like and want, to be interested in each individual who comes into the store. When purchasing the store on November 1 of last year, they entered at a good time just prior to the heavy holiday season. However, their biggest week to date occurred in February of this year. They have done no extra advertising or promotions, but are planning a small weekly flyer for neighborhood distribution. It is of interest to note that this store was the original Jewel store opened by the Higgins family in Winnipeg.

Cliff Reid now owns Cliff's Tom-Boy, located on Sargent Avenue at Lipton St. in Winnipeg's west end, having bought in August, 1957. In his first six months as owner, Cliff has steadily enlarged his turnover, and increased it by more than one-third.

Cliff says he "bends over backwards" to please customers in every possible way, to create a homelier atmosphere than is found in large supermarkets, while at the same time offering everything in the way of stock and low prices to be found in the large stores.

The only change in Cliff's Tom-Boy was to eliminate the standard curved chain-store check-out and to install two straight check-outs in the space made available. Cliff employs a butcher to run his service meat department, one cashier and one stock boy who delivers. Deliveries are made,

free of charge, on personally shopped orders of \$5.00 or more. Extra help is brought in for week-end shopping and holiday trade. With many years experience in the food business, as a manager with Shop-Easy and an assistant manager with Safeway, Cliff is combining his chain-store experience with a really personal approach to his customers, achieving success as an independent.

Over in the Elmwood section of Winnipeg, a larger former chain store is now owned by Ben Permask, of Canwood, Saskatchewan, who will now spend considerable time supervising his Kelvin Tom-Boy on Kelvin street. He is a partner in the C & H Store Ltd. dealers in general merchandise and groceries, in Canwood, and will retain his interest in that store. Mr. Permask bought the Kelvin Tom-Boy in October, 1957, and the entire



Ben Permask, owner of the Kelvin Tom-Boy.



Tea bags on sale are placed next to regular stock of jams and jellies at the Kelvin Tom-Boy.



Here is Wally Olien, store manager of the Kelvin Tom-Boy, arranging his colorful produce display. Note breakfast foods on top of produce case.



A variety of cheese and spreads is displayed in the Kelvin Tom-Boy dairy case.



Blue Bonnet
IS NOW
and
ALWAYS HAS BEEN
an
ALL-VEGETABLE
Margarine

Blue Bonnet has never compromised with quality. Marine or animal oils are not used — and never have been used — in its manufacture.

Cash in on the growing popularity of this fine product. Stock plenty of Blue Bonnet — keep it prominently displayed. You do well when you sell Blue Bonnet, Canada's famous, **all-vegetable** margarine.

Blue Bonnet Margarine



In late January huge cranes started moving steel into place for the new Dominion supermarket at Osborne and Corydon in Winnipeg. Reports are current that three other sites are ready for Dominion Stores development in Transcona, Polo Park, and West Kildonan. The Osborne and Corydon store will be two stories high, suggesting it may provide warehouse space for the other outlets. Dominion Stores moved into western Canada in 1955, when they purchased the Town and Country stores in Calgary. In all, thirty sites have been acquired in all major centres from Port Arthur and Fort William to Victoria, B.C.

former staff remained to work for him, with Wally Olien as manager.

Changes in layout were very minor here, too, and included shifting of some stock, as well as the creation of a section near the front window for display of special items some of which, but not all, are on sale. Turn-

over here has increased more than 10 per cent, with the gross rising steadily. Manager Wally Olien worked twelve years for Shop-Easy, six of these years in the Elmwood district, and as a manager for a year. He knows the neighborhood well, creates a friendly atmosphere, knows all his

customers by name, and how to please them. The service meat department, managed by butcher Lloyd Weller, is a good drawing card, as customers here prefer service meat rather than pre-packaged self-serve. However, a self-serve section adjoins the meat counter along the back of the store, contains bacon, wieners, chubs, salami, as well as cut-up frozen chicken and parts, as well as sausages.

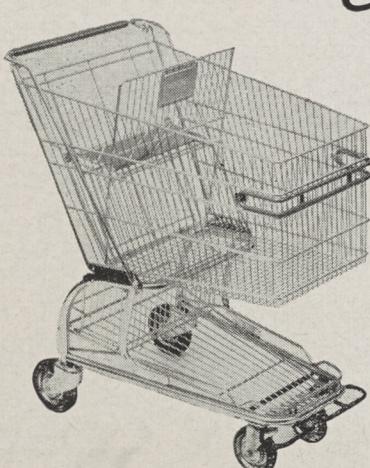
Total selling area of the Kelvin Tom-Boy is 2,300 square feet, with three long gondolas. The two check-outs are attended by two cashiers, and a stock boy assists Mr. Permask and Wally. A contract delivery service is used, for orders of \$5.00 or more, personally shopped.

Thus, a pattern emerges that seems to indicate that independent owners who have solid experience in the grocery business, are offering a special kind of service to customers who are coming in to get it.

STREAMLINE YOUR CARRIER SERVICE

FOREMOST IN CANADA
FOR A FULL RANGE OF
SIZES AND TYPES IN
CARRIER
EQUIPMENT

Cut down Carrier Costs!



In one short year, this new carrier has firmly established its reputation for economy and durability. Its streamlining has added beauty to many a carrier fleet. Its easy mobility has captured the imagination of customers for easy shopping service. In two popular sizes to custom fit your store, they are made with matched accessories to give you exactly what you want. Send for literature today — there is no obligation.

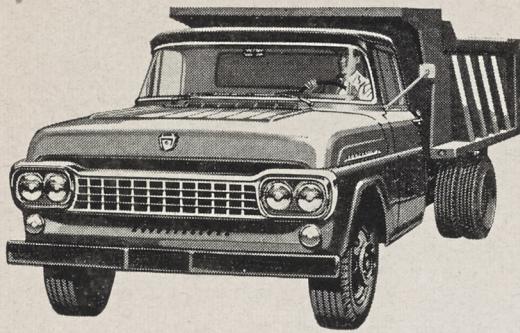


E. J. WRIGHT CENTRAL LIMITED • STRATHROY, CANADA

KNOW YOUR CUSTOMERS BY NAME

People like to be recognized by name and a friendly greeting to customers by name will prove a rewarding experience. Greeting customers by name makes her feel "at home," and makes it easier for her to overlook imperfections.

We learned of a large and successful supermarket owner who makes it his first business every day to get acquainted with strangers who come into his store so that he can in the future call them by name. He says this form of building good public relations is worthwhile, and we subscribe to this idea.



DURABILITY. Ford Trucks are built to take it . . . all day . . . every day! Ruggedly designed to give you a lifetime of dependable, low-cost service. They're tougher than the toughest job! Surveys prove Ford Trucks last longer . . . give you rugged, reliable service mile after mile.

ENGINES. Ford offers you the advantage of Short-Stroke design in every engine—from the 139-hp, 223 cu. in. Six right up to the 277-hp, 534 cu. in. V-8. Ford gives you the most modern engine on the road today. Ford's Short-Stroke design means less piston travel—reduced internal friction—more *usable* power. You get top efficiency on regular gasoline.

What every truck operator should know about the 58 FORDS



STYLE. Ford Trucks lead the way in styling with a purpose. And that goes for all the styling features of Ford Trucks. This leadership in style pays off in dollars and cents. Ford Trucks cost less than most other trucks, but they're worth more than most others come trade-in time!

CABS. Ford's new Driverized Cab sets a new standard of comfort with non-sag seat springs . . . free-breathing woven plastic upholstery . . . Hi-Dri ventilation. Wide door openings and inboard safety step make it easy to get in and out. And *every* Ford Truck Cab is Driverized.

OPERATING COSTS. Ford Trucks for 58 are modern through and through. And with Ford, "modern" means savings. Every Ford feature is designed to cut costs through low original purchase price—low maintenance costs—greater durability . . . and Ford's Short-Stroke engines are famous for their gas-saving ways.

COMPLETE MODEL LINE. Whatever your job there's a 58 Ford Truck to do it better . . . and save you money at the same time! Choose the model that's job-tailored to your own particular requirements—from a $\frac{1}{2}$ ton Pickup to an extra-heavy duty 75,000 lb. GCW Tandem.

SIX or V-8—the economy's great

(Certain features illustrated or mentioned are "standard" on some models, optional at extra cost on others.)

FORD TRUCKS COST LESS

less to own . . . less to run . . . last longer, too!

SEE YOUR FORD-EDSEL DEALER

STAFFORD FOODS APPOINTMENT



CLAYTON M. STAFFORD

J. H. Stafford, president of Stafford Foods Limited, Toronto announces the appointment of Clayton M. Stafford, as assistant to the president. Mr. Stafford Jr., was educated at Upper Canada College, Toronto, and joined the firm in 1946 upon his return from overseas.

He has been engaged in all branches of the business including manufacturing, purchasing and sales.

NEW TOLEDO SCALE DIRECTOR

James E. Anderson, well-known throughout the trade as the vice president in charge of sales for the Toledo Scale Company of Canada, Limited, was elected a director of the company at its recent annual general shareholders' meeting.

In making this announcement, J. Steel, vice president and general manager points out that this election was made in recognition of Mr. Anderson's ability and outstanding performance in his present position.

WESTERN VINEGARS BUILDING NEW PLANT AT CALGARY

Western Vinegars will build an ultra-modern factory in Calgary this year, according to an announcement made by the company. The new plant will be erected soon on land already purchased in the Highfield Industrial Area, in a choice location.

The new factory will be the company's second modern plant constructed in Alberta in the last four years, the other one being at Edmonton.

Plans for their new Highfield plant are now nearing completion and opening is scheduled for late fall this year.

KELLY, DOUGLAS OPENS DEPARTMENT PACKAGING AND SUPPLIES

The increasing importance of modern packaging design and its effect on new trends in merchandising has been recognized by Victor MacLean, president of Kelly, Douglas & Co. Ltd., in the formation of a new department of packaging and supplies.

Douglas Burden, manager of the company's Victoria branch moves, to head office in Vancouver, March 31, to head up the new department and will be responsible for packaging and design changes throughout the three divisions of the company.

Thomas Clements becomes manager of the Victoria branch after serving as branch manager at Penticton for the past two years.

R. J. Hall of head office merchandising division becomes branch manager at Penticton. Prior to serving at head office Mr. Hall served in Kamloops, Nelson and Okanagan branches in a sales supervisory capacity.

JOHNSON AND JOHNSON APPOINTMENT



G. M. LUNDEN

J. A. Grier, vice president in charge of sales, Johnson & Johnson Limited, announces the appointment of G. M. Lunden as sales representative in part of Vancouver, and the interior of British Columbia. Mr. Lunden will reside in Vancouver.

CARNATION COMPANY GENERAL ADVERTISING MANAGER

The appointment of Marvin O. Clausen as general advertising manager of the evaporated milk division

of Carnation Company has been announced by Paul H. Willis, Carnation vice-president for advertising.

A native of Chicago, Mr. Clausen is a graduate of St. Olaf College, Northfield, Minn. He was associated for 17 years with the Needham, Louis and Brorby agency in Chicago, working primarily on the Kraft Foods account. Most recently, he was an account executive with the Galen E. Broyles agency, Denver.

Mr. Willis said Mr. Clausen will have general supervisory responsibility for all evaporated milk advertising in the United States, Canada, Alaska, Hawaii, the Philippines and Puerto Rico. Hugh Chamberlin will continue as advertising manager of the evaporated milk division, with direct responsibility for product advertising.

STANDARD BRANDS ADVERTISING MANAGER



PETER CRASKE

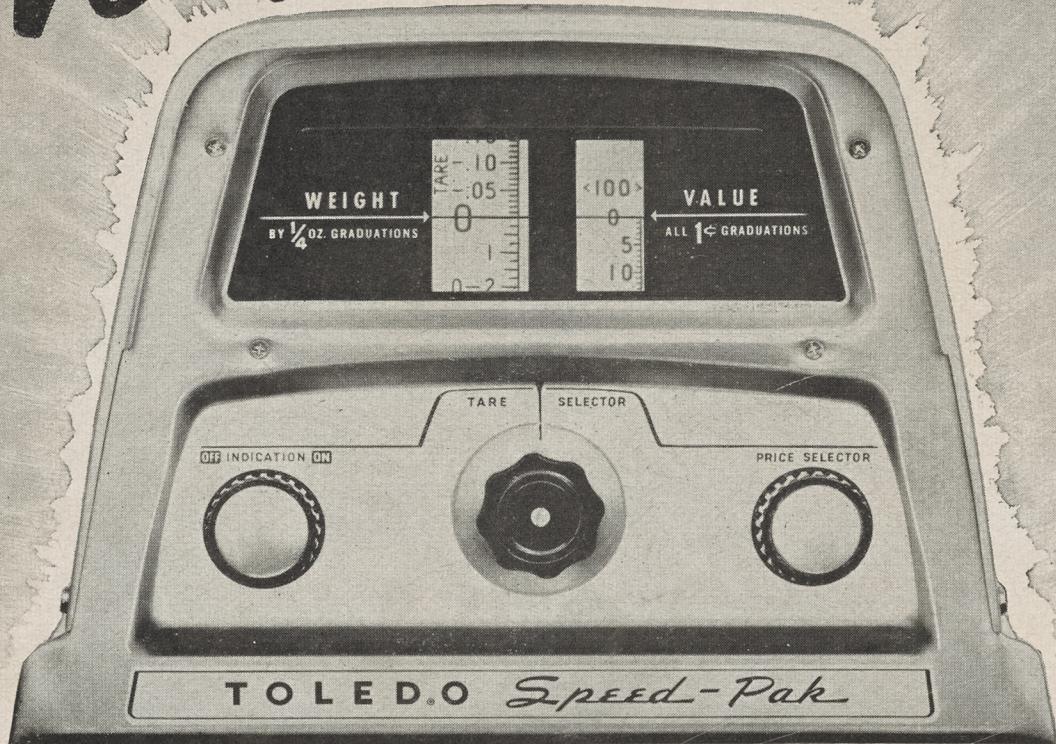
whose appointment as advertising manager of Standard Brands Limited was announced by D. W. Wallace, president. Mr. Craske was formerly assistant advertising manager of Kraft Foods Limited.

Canada exported live cattle and dressed beef equivalent to 443,000 head of cattle during 1957 compared to 81,000 head in 1956. Port exports were the equivalent of 331,000 hogs down 36 per cent from 1956.

* * * * *

Domestic disappearance of red meats in 1957 accounted for the products of 2,000,000 cattle, 5,063,000 hogs, 892,000 calves and 854,000 sheep and lambs. All but hogs gained over the previous year.

New... for your prepackaging



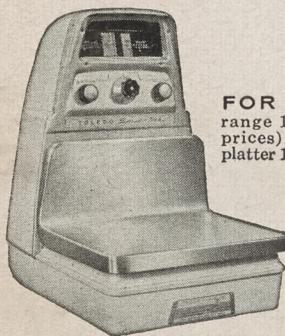
TOLEDO Speed-Pak

FOR PRODUCE—
price range 2c to \$1.10 (138
prices). Stainless steel pan
17" x 12".



- Wide-Angle Projection for New Reading Ease
- 1c Graduations All the Way
- Positive Calibrated Tare
- Convenient Operating Controls
- Clean-Line Beauty

The Toledo Speed-Pak (Model 1070) is all new! You'll like the high speed indication when you place an item on the scale . . . the wide angle reading . . . the eye-ease illumination of the chart. All controls are grouped in full view. You have eight ounces of tare calibrated for accurate pre-setting. The appearance is handsomely new . . . and compact. Write today for literature, form 1210. Toledo Scale Company, of Canada Limited, Windsor, Ontario.



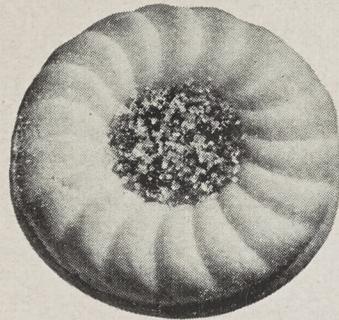
FOR MEATS—
price range 15c to \$2.00 (126
prices). Stainless steel
platter 16" x 12", 6½" guard.

TODAY, MORE THAN EVER IT PAYS TO GO

TOLEDO®

ALL THE WAY!

FRUIT CREAM IN PEEK FREAN'S NEWEST BISCUIT



The newest addition to Peek Frean's line of "Famous Biscuits" is Fruit Cream. It's a sandwich biscuit with a cream filling topped with fruit jam on which sugar is sprinkled. Sales agents and jobbers are now introducing Fruit Cream to the retail trade. Fruit Cream comes in an attractive red packet, waxed and sealed to keep this delicious biscuit "Fresh as a Daisy" which it somewhat resembles in design. Peek Frean's Fruit Cream will be introduced by National advertising in newspapers and radio.

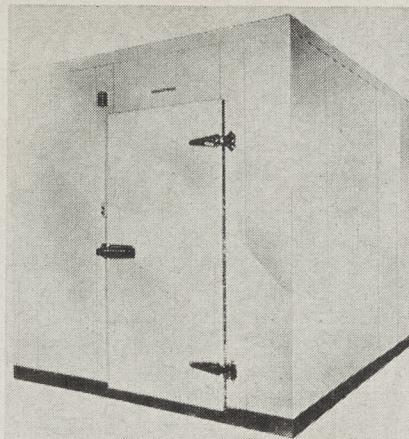
IT'S NEW



A brand new instant spaghetti sauce mix is the latest offering of Gattuso Corporation, Montreal. It comes in an aluminized foil package and consists of some one and a half ounces of minutely blended ingredients that the makers claim will result in one of the finest and most authentic Italian spaghetti sauces available.

This new Gattuso sauce mix lists 15 ingredients from seven countries. The product is being launched with an extensive advertising promotion to include TV, radio, newspapers and food trade magazines.

HUSSMANN SECTIONAL COOLERS FEATURE ADJUSTABLE SHELVING



Adjustable steel shelving and meat rails in Hussmann's new line of metal clad sectional coolers permit use of all storage space from floor to ceiling. The coolers are of two types, the KN for normal temperature storage and the KL for low temperature storage of frozen foods. Available in any size from 8-ft. long and 7-ft. wide, they can be easily expanded to any size desired and are easily assembled.

These new coolers are built by Hussmann in Brantford, Ontario.

CARNATION MILK IN BIG "BABY WEEK" PROMOTION

Keyed to the theme "Headquarters for Baby Needs," the 1958 Baby Week promotion for Carnation Evaporated Milk offers retailers wide opportunities for moving high-profit items in their infant needs departments.

A full-scale advertising and merchandising program will support the drive which highlights the observance of Baby Week, April 26 - May 3.

The advertising support includes full color ads in the Star Weekly, La Patrie, Life Magazine, Modern Romances and True Story. Also on the schedule are Best Wishes, Mon Bebe and 7 professional medical journals.

On television, the top-rated "Burns & Allen" CBC network show will feature the Carnation Baby Week promotion. Radio commercials will reach hundreds of thousands of listeners through two network shows — "The Happy Gang" and "Quelles Nouvelles."

Attractive full-color point-of-sale material—theme banners, posters and shelf talkers—is being offered to grocers through Carnation salesmen. One-and-two column dealer mats also are available.

NEW FEMININE FABRIC MODESS

Personal Products Limited announce another accomplishment in Modess Sanitary Napkins . . . a revolutionary new "miracle" fabric covering. "Feminine Fabric" is said to be the first fabric ever created specifically to cover a sanitary napkin; it represents over \$1,000,000 in research and manufacturing development.

New Feminine Fabric Modess is packaged in a modern, pastel-striped box, as feminine as the product itself. An intensive promotional campaign supports its introduction. Display material with a truly feminine appeal, a startling consumer refund offer, sixteen full-colour ads appearing in English and French week-end magazines and Reader's Digest are the basis of the promotion. Their spectacular advertisement appears elsewhere in this issue.

NEW "WIDE-NECK" PLASTIC SQUEEZE-PAK FOR BEE HIVE

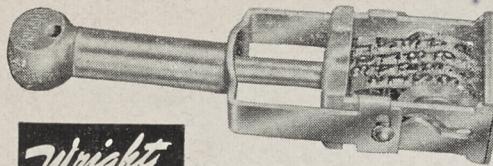


A major improvement has been made in the plastic Squeeze-Pak container for Bee Hive Golden Corn Syrup, it is announced by the St. Lawrence Starch Company Limited.

A new "Wide-Neck" Squeeze-Pak has been developed that provides easier and faster refilling. The neck opening of the new container is twice as large as that of the original one.

Designed for table use, the new Bee Hive Squeeze-Pak is simply squeezed for pouring. When finger pressure is released, the flow of syrup stops instantly. The new spout cap screws on to ensure proper closure and continuous protection.

Introduction of the new Bee Hive "Wide-Neck" Squeeze-Pak will be supported by an intensive newspaper, radio and TV advertising program throughout Canada.



Wright
FOUNDED 1885

ALL-METAL AUTOMATIC SELF INKING

E. J. WRIGHT CENTRAL LIMITED - STRATHROY, ONT.

BLUE RIBBON RED LABEL TEA IN NEW TEA BAGS



Blue Ribbon Red Label Tea, a product of long established use across Canada, is now being packaged in tea bags and distribution will be general by the end of March. Announcement of the introduction was made in Winnipeg by E. L. Marr, prairies' divisional manager of Brooke Bond Canada Limited.

Outstanding feature of the packaging is the bright red Cellophane pack, containing 100 bags each. This newly-designed bag has a clear window in front and in the gussets, permitting customers to see the full-weight tea bags inside.

Introduction of Blue Ribbon Red Label Tea Bags will be accompanied by a national promotion on radio and television, and with large advertisements in daily and week-end papers. Dealers will be offered a special deal during the introduction.

NOW, A SERVICE SUPERMARKET

Progressive grocer reports a service super market is having great success in Los Angeles. Owned by Morris A. Hazen, all of its business comes by telephone, from customers who receive weekly mailing telling of items featured. Prices are higher than in cash-and-carry supers, sometimes as much as 10 per cent, and there is a

delivery fee, but the customers, most of whom have incomes a little above average, don't seem to mind.

Hazen's advertising emphasizes that his customers save the time normally spent shopping in the store; and that they avoid the crowds, the waiting in line at checkout counters, and the carrying of heavy packages. Also they get a certain amount of credit, in being permitted to pay bills weekly or at even longer intervals.

It will be interesting to watch whether the idea spreads. The country may be ready for a partial return to service and credit in food retailing. The pendulum has swung far in the direction of cash and carry, to the point where many people who could afford to pay for service and credit, in order to save time, currently patronize conventional super markets.

TENDERAL IS NEW LIQUID MEAT TENDERIZER

Tenderal, a liquid meat tenderizer and digester is now being marketed in Western Canada, the distributor being

Harry Lawson, Lawson Vinegar, Company.

Made by The Tenderal Laboratories Ltd., Toronto, Tenderal is recommended for roasting, broiling, frying all meat cuts. Meat thus treated is said to be more tender, tastier and it cooks in half the usual time.

Tenderal is said to be the only liquid tenderizer in Canada and is prepared from the milky like fluid extracted from the rind of Papaya fruit. Tenderal is guaranteed for purity and quality as it contains no chemicals or coloring nor preservative. The company pledges it with a money back guarantee.

Packed in bottles of 2 fluid ounce size with attractive labelling, Tenderal is offered as an economical and satisfying aid to meat sales.

Bold, Easy-to-read Prices

with the KING SIZE PRICER

Now the accepted standard for clear, readable price marks

ACTUAL SIZE
PRICES

3/25

KING
SIZE

Manufacturers' Agents

Special Service to the following
Wholesale Trades:

Tobacco, Grocery, Fruit
and Paper

W. L. MACKENZIE

& CO. LTD.

WINNIPEG, MAN.

REGINA, SASKATOON, CALGARY,

EDMONTON, VANCOUVER

Established in the City of Winnipeg

in the Year 1880

Lemon trees are prolific, bearing fruit every month of the year. Buds and fruit in every stage of growth cover the trees at all times.

The first national advertiser to use the word "vitamin" in its advertising was Sunkist Growers.

Shrimp congregate on the bottoms of tributaries of the Gulf of Mexico and Caribbean Sea and must be dragged for with bag-like nets called trawls through the mud.



in half the usual time.

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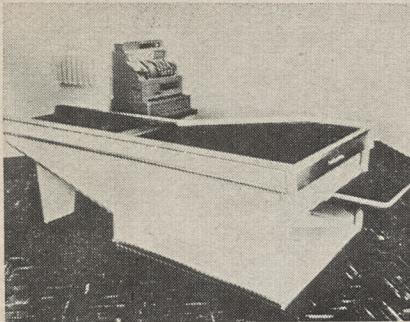
Packed in bottles of 2 fluid ounce size with attractive labelling, Tenderal is offered as an economical and satisfying aid to meat sales.

it's good
business
to carry the
complete
line!

57

HEINZ
BABY FOODS

NEW 8 FT. MECHANICAL CHECKOUT



Shown here in the Russmann AO-96 Single Belt 8 ft. mechanical checkout featuring compact design and many optional arrangements to fit particular customer requirements. This store tested checkout is manufactured by Hussmann in the Canadian factory at Brantford, Ontario.

PERCO SALES NAMED WESTERN DISTRIBUTOR FOR DU PONT CELLULOSE SPONGES

Perco Sales Limited has been named western distributor for wrapped cellulose sponges marketed by Du Pont of Canada. The Perco Sales organization will utilize warehouse facilities in Vancouver and Winnipeg and will cover British Columbia, Alberta, Saskatchewan, Manitoba and Ontario west of and including the Lakehead.

ROBIN HOOD ADDS TO FAMILY-SIZE CAKE MIX LINE



Latest addition to the Robin Hood mix line is Golden Cake Mix in the family-size format. Golden now joins White and Chocolate in the larger size pack.

The main feature of Robin Hood Family-Size is the packaging of the

mix in two glassine envelopes inside the package. This allows the consumer to mix and bake one packet for a regular size cake while the other keeps fresh and handy for another time. Or, she can bake both at once for a big Family-Size cake.

The combined weight of both packets is 21 ounces.

Robin Hood will launch Golden Family-Size with a heavy national advertising campaign, including full page, full colour ads in weekend rotogravure sections, TV commercials on "Country Hoedown" and "C'estla Vie", plus radio spots on "The Happy Gang" network show and local station newscasts.

LATEST HEINZ PRODUCT



Excellent as a base for Chili Con Carne, is this latest Heinz product—Red Kidney Beans in Sauce. The new item is wrapped up in a bright new red label, for positive and immediate identification on market shelves by the housewife. The label bears a recipe for the popular household and party dish, Chili Con Carne.

JET PLANE IN QUAKER CORN FLAKES PACKAGES

The Quaker Oats Company of Canada Limited announces their new special packages of Quaker Corn Flakes containing actual plastic scale models of new jet fighter planes.

The offer will be advertised to Canadian consumers in full page colour comic advertising. Giant packages will be available for use in displays at point of sale. The planes are shown on both sides of the giant box and on one side is a spectacular illustration of all five planes in flight. This unit is designed for either end-aisle or island displays.

NEW TWO-POUND TIN FOR BEE HIVE



Bee Hive Golden Corn Syrup is now offered in a new two-pound tin as illustrated.

The new tin's tall, modern shape provides both smart appearance and ease of handling. Even by small children.

A special pouring spout, enables the syrup being served easily and quickly. A plastic screw-cap keeps the tin tidy, and permits convenient opening and closing.

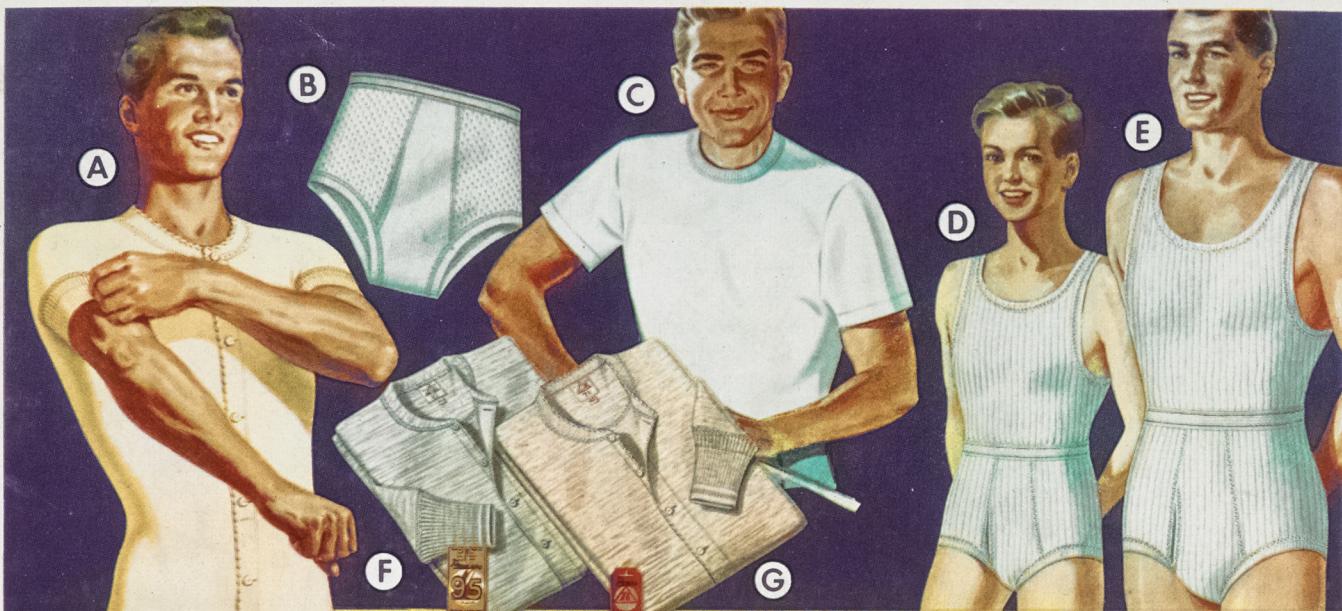
Designed for attractive display, the new container is lithographed in the familiar Bee Hive colours—orange, blue and white.

It will be advertised to consumers across Canada by newspapers, radio and TV.

MUFFETS NATIONAL ADVERTISING SUPPORTS CAN OPENER OFFER

The Quaker Oats Company of Canada Limited is currently offering retailers free premiums and display pieces for point-of-sale display. In return for a minimum purchase and display of Quaker Muffets, grocers are offered free, a \$3.00 value wall-type can opener, identical to that offered for \$1.00 and boxtops on Muffets package backs. Used on the free display card also available from Quaker salesmen, this can opener is recommended as an effective display topper.

The can opener premium will be backed by 4-colour rotogravure advertising. Special package backs, tear-off pads and actual can openers on display will bring added impact at the point-of-sale.



Penmans



A Symbol of Quality

A. Penmans Light Weight Balbriggan Underwear—keeps you cool and comfortable. No binding. Easy laundering. Short sleeves—ankle length—in soft, absorbent cotton. Also 2-piece style—button-front shirt—short sleeves—ankle-length drawers to match. Sizes for men and boys.

B. Men's Briefs. High quality cotton, with elastic waist-band. Available in 7 sizes.

C. Men's White T-Shirts. High quality cotton yarn—crew neck—short sleeves. Practical all-year-round shirts for active men. Also excellent under-wear top—with matching elastic waist drawers.

D. Boys' Sleeveless Athletic-Style Jerseys. Accordion rib knit—briefs to match—High quality cotton with elastic waist-band.

E. Men's Sleeveless Athletic-Style Jerseys. High quality cotton. Accordion ribbed knit. Briefs to match, with elastic waist-band.

F. Penmans Famous "95" Merino Underwear. All popular styles for men and boys. Warmth without excessive weight. Neat workmanship throughout.

G. A Fine Grade Merino "71"—lighter in weight than "95." Big underwear value at a moderate price. Union suits in 2-piece style for men and boys.

H. Fine Cotton T-Shirts—for men, boys, children, and infants. Attractive, lively patterns and colours. Wide variety assures easy sale.

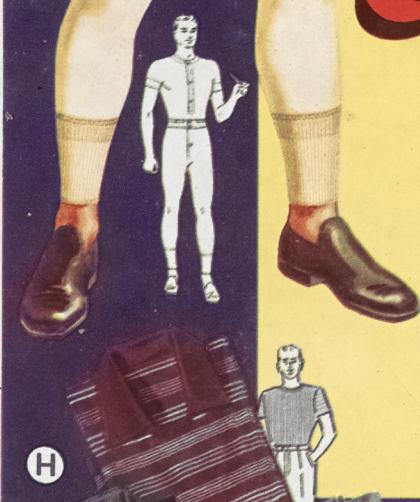
I. 2, 4 and 6-Year-Old Girls' Vests and Panties. Vest in white ribbed cotton. Panties in fine cotton yarn, in white, pink, blue and yellow.

J. 8-to-16 Year-Old Girls' Fine, White Rib Knit Cotton Vests and Panties.

K. Ladies' Vests lovely white rib-knit cotton. Sizes small, medium and large.

Ladies' Elastic Knee Bloomer. Fine white knitted cotton—sizes small, medium, large.

M. Infants' Tie-Side Vest—wrap-around style, in fine carded cotton. Also Infants' Button-Front Vest, in fine carded cotton. Sizes 3-6 months; 1 and 2 years.





“Contact your Wholesaler for these Lines”

...SEE WHY **HUSSMANN** CANADIAN-MADE CASES **COST YOU LESS!**



To get a true picture of the cost of refrigerated cases — you must consider **THREE** factors:

BARE EQUIPMENT COST

Compare Hussmann Canadian-Made equipment with any other. In dollars, it's close . . . in value received, the cost is far lower. Reasons: Years of field research, engineering and testing go into every case to make sure it's right. In the past 10 years Hussmann has invested over 2½ million dollars in its plant in Canada — to create the most advanced production facilities of any manufacturer . . . thus assuring superior products. It shows in every case!

PLANNING AND INSTALLATION COST

Contracting for this service piecemeal can prove costly and troublesome. The Hussmann Distributor in your territory is organized to handle all the problems of layout, selection of right equipment, refrigeration engineering, electric and plumbing, installation, financing and store opening. He offers every service you need to start making profits. The Hussmann Distributor is factory-trained to handle the complete job economically.

OPERATION COST

With Hussmann Canadian-Made equipment, your entire setup is balanced to maintain proper temperatures and reduce power and maintenance costs. Usable life is longer — resale value higher. Superior display values bring greater return on your investment.

RELY ON HUSSMANN FOR ALL THREE —

YOU'LL SAVE MONEY...thousands of Hussmann users will say "that's right!" ask them!

HUSSMANN®

HUSSMANN REFRIGERATOR CO., LIMITED, BRANTFORD, ONTARIO, CANADA

How to sell more Aylmer Sunshine Tomato Juice!



Photograph by courtesy of Pickering Farms Ltd.

Unusual display in 'S'-shape looks good, is easy-to-build. Labels face out, to front and sides. Extra cans are piled at base for easy removal.

**Quality product—plus up-to-date,
eye-catching display
—works every time!**

Remember two facts! One: women like colour, and eye-catching display. Proof—constant re-styling of household appliances to follow new, fashion trends. Two: Canned Juice is an 'impulse' buy. Proof—U.S. survey showed that the decision to buy was made in the store in 77% of cases!

The Pay-off! A bright, appealing display will help you ring up bigger and better 'impulse' sales... move your Aylmer Sunshine Tomato Juice twice as fast! You'll establish a foundation for repeat sales too, as folks you've sold on Aylmer Sunshine Tomato Juice keep coming back for more! Get started now with easy-to-build displays like this . . .

Call your wholesaler or Aylmer representative today.

CANADIAN CANNERS LTD.